

NFL INSIGHTS

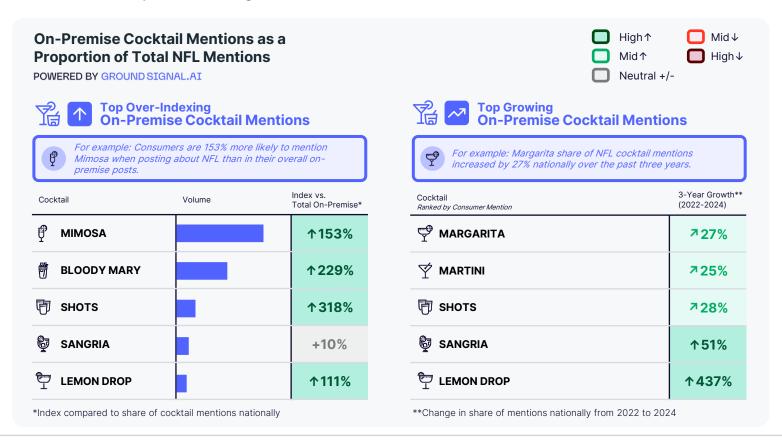
NATIONAL



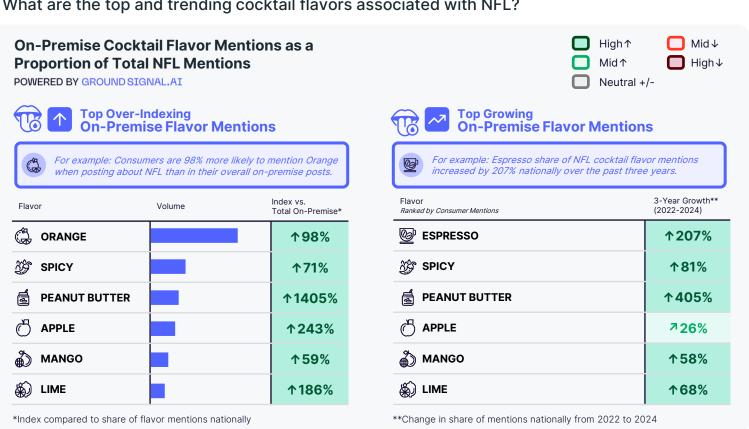




What are the top and trending cocktails associated with NFL?

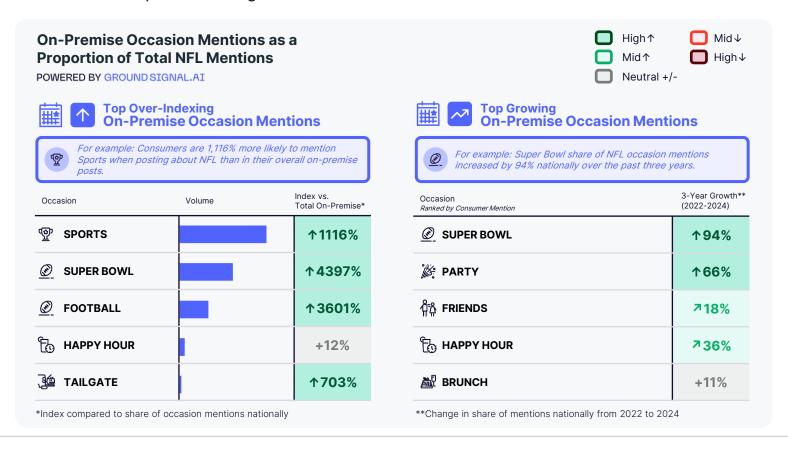


What are the top and trending cocktail flavors associated with NFL?

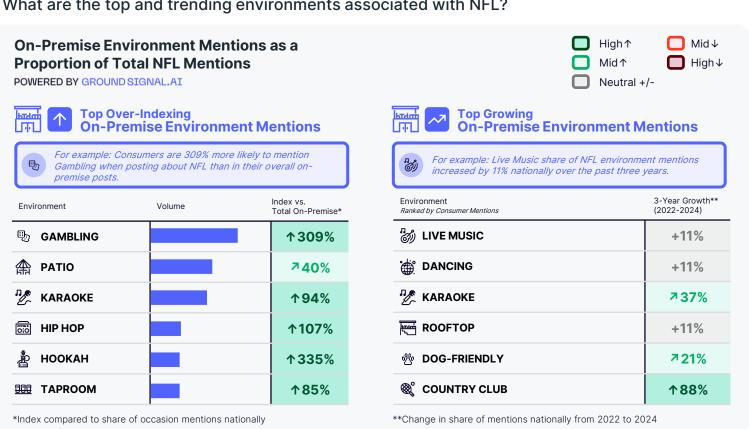




What are the top and trending occasions associated with NFL?

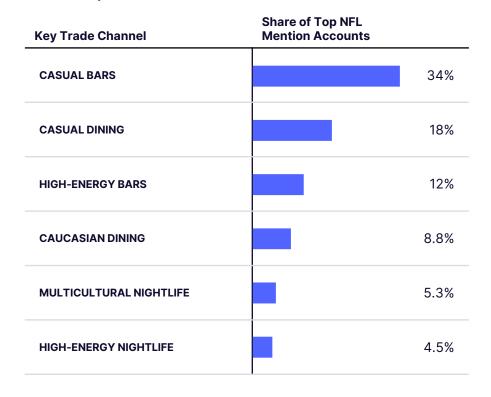


What are the top and trending environments associated with NFL?





Which Key Trade Channels (KTCs) are most likely to feature top NFL mention accounts?





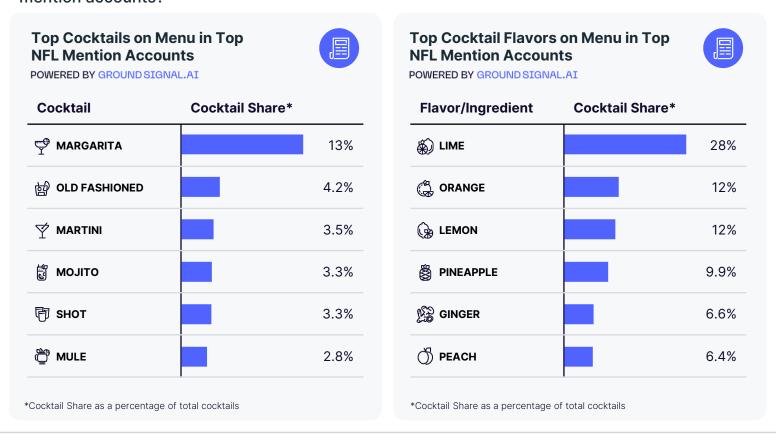
Which KTCs have driven overall spirits depletions in top NFL mention accounts nationally?







Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top NFL mention accounts?



How are spirits categories performing in terms of sales velocity in top NFL mention accounts?

