

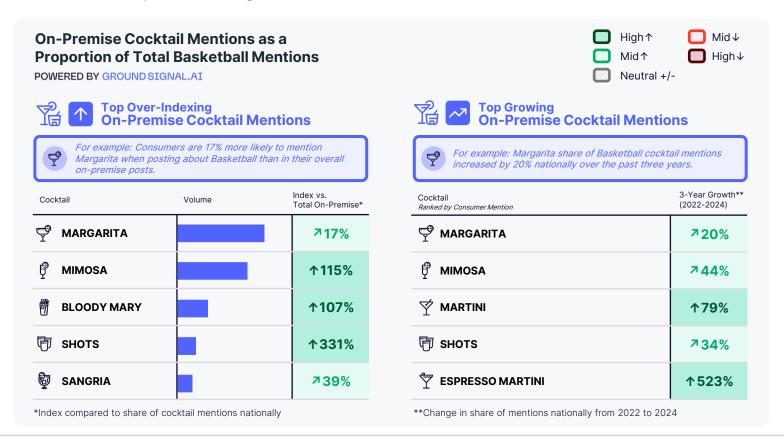
BASKETBALL INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Basketball?

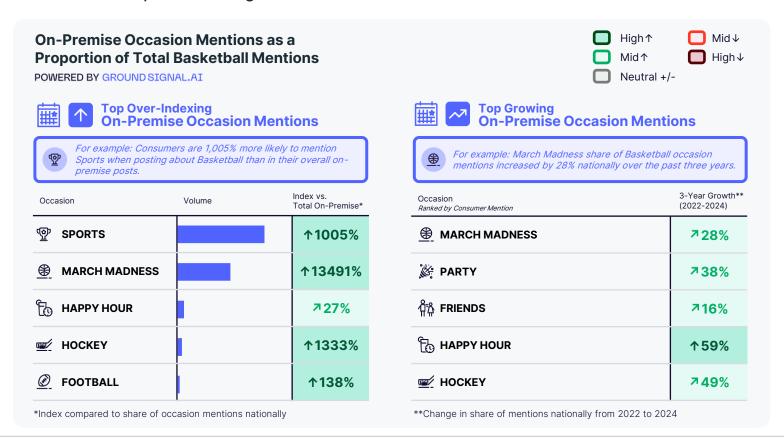


What are the top and trending cocktail flavors associated with Basketball?

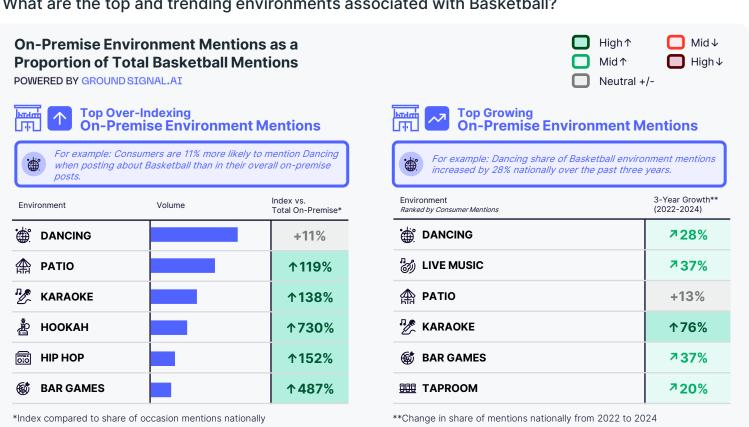
Mid↓ On-Premise Cocktail Flavor Mentions as a High↑ **Proportion of Total Basketball Mentions** Mid↑ High↓ POWERED BY GROUND SIGNAL.AI Neutral +/-**Top Over-Indexing Top Growing On-Premise Flavor Mentions On-Premise Flavor Mentions** For example: Consumers are 38% more likely to mention For example: Espresso share of Basketball cocktail flavor Espresso when posting about Basketball than in their overall onmentions increased by 350% nationally over the past three premise posts. vears. 3-Year Growth** Index vs. Volume Flavor Total On-Premise* Ranked by Consumer Mentions (2022 - 2024)ESPRESSO **ESPRESSO 738%** ↑350% MANGO ↑80% **MANGO 1474% SPICY** ∰ SPICY **181%** 个95% **BLACKBERRY APPLE** +12% **1338%** CUCUMBER **PASSIONFRUIT** +12% 个765% **PEANUT BUTTER** 个1181% *Index compared to share of flavor mentions nationally **Change in share of mentions nationally from 2022 to 2024



What are the top and trending occasions associated with Basketball?

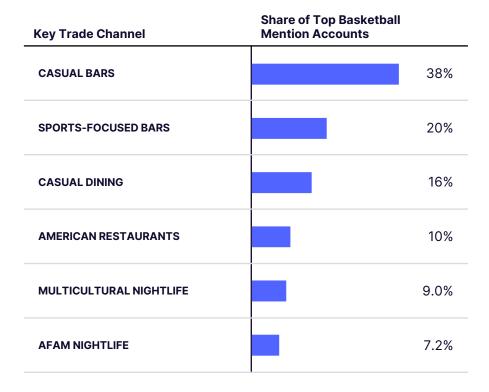


What are the top and trending environments associated with Basketball?



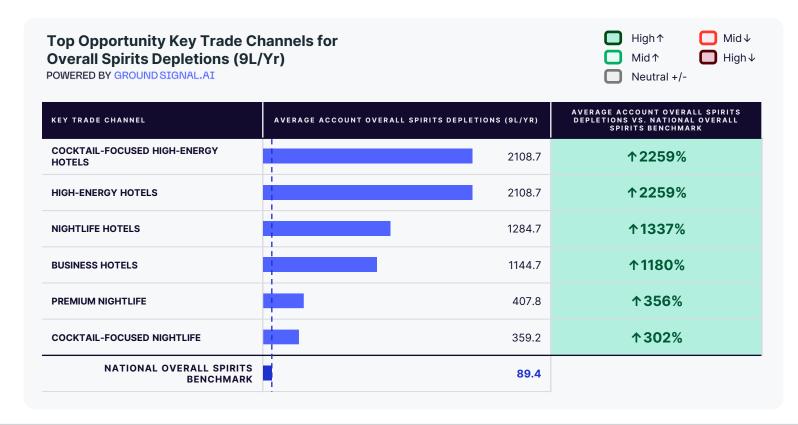


Which Key Trade Channels (KTCs) are most likely to feature top Basketball mention accounts?



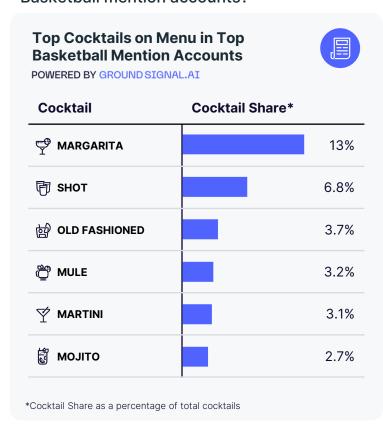


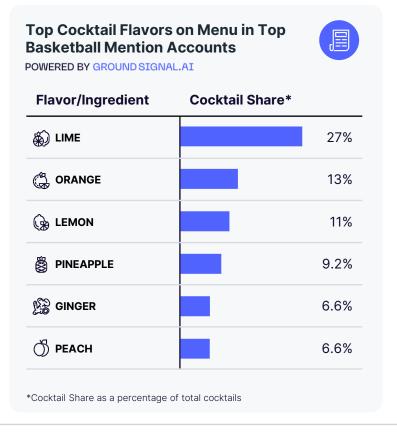
Which KTCs have driven overall spirits depletions in top Basketball mention accounts nationally?





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





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

