

BASKETBALL INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Basketball?

On-Premise Cocktail Mentions as a Proportion of Total Basketball Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-

Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 17% more likely to mention Margarita when posting about Basketball than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		↑17%
MIMOSA		↑115%
BLOODY MARY		↑107%
SHOTS		↑331%
SANGRIA		↑39%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Margarita share of Basketball cocktail mentions increased by 20% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	↑20%
MIMOSA	↑44%
MARTINI	↑79%
SHOTS	↑34%
ESPRESSO MARTINI	↑523%

**Change in share of mentions nationally from 2022 to 2024

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

On-Premise Cocktail Flavor Mentions as a Proportion of Total Basketball Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-

Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 38% more likely to mention Espresso when posting about Basketball than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ESPRESSO		↑38%
MANGO		↑474%
SPICY		↑95%
APPLE		↑338%
PASSIONFRUIT		↑765%
PEANUT BUTTER		↑1181%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Espresso share of Basketball cocktail flavor mentions increased by 350% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑350%
MANGO	↑80%
SPICY	↑181%
BLACKBERRY	+12%
CUCUMBER	+12%

**Change in share of mentions nationally from 2022 to 2024





What are the top and trending occasions associated with Basketball?

On-Premise Occasion Mentions as a Proportion of Total Basketball Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 1,005% more likely to mention Sports when posting about Basketball than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
SPORTS	<div></div>	↑1005%
MARCH MADNESS	<div></div>	↑13491%
HAPPY HOUR	<div></div>	↗27%
HOCKEY	<div></div>	↑1333%
FOOTBALL	<div></div>	↑138%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: March Madness share of Basketball occasion mentions increased by 28% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARCH MADNESS	↗28%
PARTY	↗38%
FRIENDS	↗16%
HAPPY HOUR	↑59%
HOCKEY	↗49%

**Change in share of mentions nationally from 2022 to 2024

What are the top and trending environments associated with Basketball?

On-Premise Environment Mentions as a Proportion of Total Basketball Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 11% more likely to mention Dancing when posting about Basketball than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
DANCING	<div></div>	+11%
PATIO	<div></div>	↑119%
KARAOKE	<div></div>	↑138%
HOOKAH	<div></div>	↑730%
HIP HOP	<div></div>	↑152%
BAR GAMES	<div></div>	↑487%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Dancing share of Basketball environment mentions increased by 28% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↗28%
LIVE MUSIC	↗37%
PATIO	+13%
KARAOKE	↑76%
BAR GAMES	↗37%
TAPROOM	↗20%

**Change in share of mentions nationally from 2022 to 2024





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

Key Trade Channel	Share of Top Basketball Mention Accounts	
CASUAL BARS	<div></div>	38%
SPORTS-FOCUSED BARS	<div></div>	20%
CASUAL DINING	<div></div>	16%
AMERICAN RESTAURANTS	<div></div>	10%
MULTICULTURAL NIGHTLIFE	<div></div>	9.0%
AFAM NIGHTLIFE	<div></div>	7.2%



38% of top Basketball mention accounts are in the Casual Bars KTC.



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

Top Opportunity Key Trade Channels for Overall Spirits Depletions (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS (9L/YR)		AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS VS. NATIONAL OVERALL SPIRITS BENCHMARK
COCKTAIL-FOCUSED HIGH-ENERGY HOTELS	<div></div>	2108.7	↑ 2259%
HIGH-ENERGY HOTELS	<div></div>	2108.7	↑ 2259%
NIGHTLIFE HOTELS	<div></div>	1284.7	↑ 1337%
BUSINESS HOTELS	<div></div>	1144.7	↑ 1180%
PREMIUM NIGHTLIFE	<div></div>	407.8	↑ 356%
COCKTAIL-FOCUSED NIGHTLIFE	<div></div>	359.2	↑ 302%
NATIONAL OVERALL SPIRITS BENCHMARK	<div></div>	89.4	





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

Top Cocktails on Menu in Top Basketball Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	13%
SHOT	6.8%
OLD FASHIONED	3.7%
MULE	3.2%
MARTINI	3.1%
MOJITO	2.7%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Basketball Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	27%
ORANGE	13%
LEMON	11%
PINEAPPLE	9.2%
GINGER	6.6%
PEACH	6.6%

*Cocktail Share as a percentage of total cocktails

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

Spirits Category Sales Performance (9L/Yr) in Top Basketball Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
 Mid ↑ High ↓
 Neutral +/-

SPIRITS CATEGORY	SHARE OF TOTAL SPIRITS VOLUME (%)	SALES VELOCITY (9L/YR)	SALES VELOCITY VS. NATIONAL ALL SPIRITS BENCHMARK	SALES VELOCITY VS. NATIONAL SAME CATEGORY BENCHMARK
TEQUILA	40%	8.5	↑207%	↑123%
WHISKEY	24%	3.2	+14%	↗47%
AMERICAN WHISKEY	16%	3.5	↗26%	↗47%
VODKA	14%	5.9	↑115%	↑59%
RUM	7.8%	5.4	↑96%	↗44%
LIQUEURS	7.3%	2.7	-2%	↗38%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

