



SANGRIA INSIGHTS

NATIONAL





What spirit categories do people mention when they talk about Sangrias? What is the breakdown of Sangria by category on menu?

On-Premise Category Mentions as a Proportion of Total Sangria Mentions

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Most Frequent On-Premise Category Mentions



For example: Consumers are 41% more likely to mention Tequila when posting about Sangria than in their overall on-premise posts.

Spirits Category	Volume	Index vs. Total On-Premise*
TEQUILA		↑ 41%
RUM		↑ 67%
VODKA		+13%
LIQUEUR		↑ 51%
GIN		↓ 19%

*Index compared to share of cocktail mentions in National

Sangria Menu Category Breakdown in Top SangriaAccounts

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Spirit Category Breakdown Sangria on Menu



For example: Liqueurs is used in 25% of Sangrias on menu in National.

Spirits Category	% of Sangrias
LIQUEURS	25%
BRANDY	18%
VODKA	14%
RUM	6.8%
TEQUILA	4.0%

How do various price tiers perform in top Sangria mention accounts?

Average Account Depletions (9L/Yr) by Price Tier in Top Sangria Mention Accounts

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High ↑



Mid ↓



Mid ↑



High ↓



Neutral +/-

PRICE TIER (ALL SPIRITS)	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)	AVERAGE ACCOUNT DEPLETIONS VS. NATIONAL SAME-TIER BENCHMARK
LUXURY	0.1%	0.36	↑ 78%
PRESTIGE	0.3%	0.97	↑ 96%
ULTRA PREMIUM	15%	22.0	↑ 148%
SUPER PREMIUM	20%	27.5	↑ 178%
PREMIUM	37%	49.7	↑ 138%
STANDARD	23%	32.5	↑ 118%
VALUE	3.8%	13.0	↑ 139%





What are the top and trending occasions associated with Sangrias?

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

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High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 584% more likely to mention Happy Hour when posting about Sangria than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR		↑584%
BRUNCH		↑305%
DINNER		↗25%
LUNCH		↗24%
DATE NIGHT		↗45%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Occasion Mentions

For example: Happy Hour share of Sangria occasion mentions increased by 24% in National over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
HAPPY HOUR	↗24%
PARTY	↗35%
TACO TUESDAY	↗15%
SPORTS	↗43%
GIRLS' NIGHT	↗24%

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

What are the top and trending environments associated with Sangrias?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 409% more likely to mention Patio when posting about Sangria than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO		↑409%
HOOKAH		↑810%
ROOFTOP		↑66%
TAPROOM		↑81%
WATERFRONT		↑90%
FINE DINING		↑90%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Environment Mentions

For example: Dancing share of Sangria environment mentions increased by 22% in National over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↗22%
TAPROOM	↗35%
KARAOKE	+14%
WATERFRONT	↗17%
FINE DINING	↗19%
BAR GAMES	↑60%

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





What are the top and trending flavors associated with Sangrias?

Cocktail Flavor Mentions as a Proportion of Total Sangria Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 406% more likely to mention Peach when posting about Sangria than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
PEACH		↑406%
ORANGE		+13%
APPLE		↑254%
STRAWBERRY		↗38%
WATERMELON		↑98%
MANGO		↗26%

*Index compared to share of flavor mentions in National

Top Growing On-Premise Flavor Mentions

For example: Orange share of Sangria flavor mentions increased by 30% in National over the past three years.

Flavor/Ingredient Ranked by Consumer Mention	3-Year Growth** (2022-2024)
ORANGE	↗30%
ESPRESSO	↑171%
STRAWBERRY	+10%
RASPBERRY	↗20%
CARAMEL	↑55%
GINGER	↑86%

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

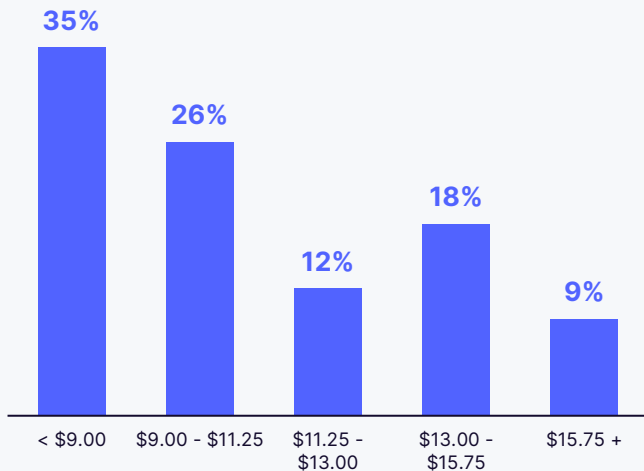
What does this cocktail typically cost? Which flavors/ingredients appear most often on menus?

Sangria Price Distribution on Menu in National

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\$10.83
Average Price in National



Top Sangria Flavors/Ingredients on Menu in National

POWERED BY [GROUND SIGNAL.AI](#)



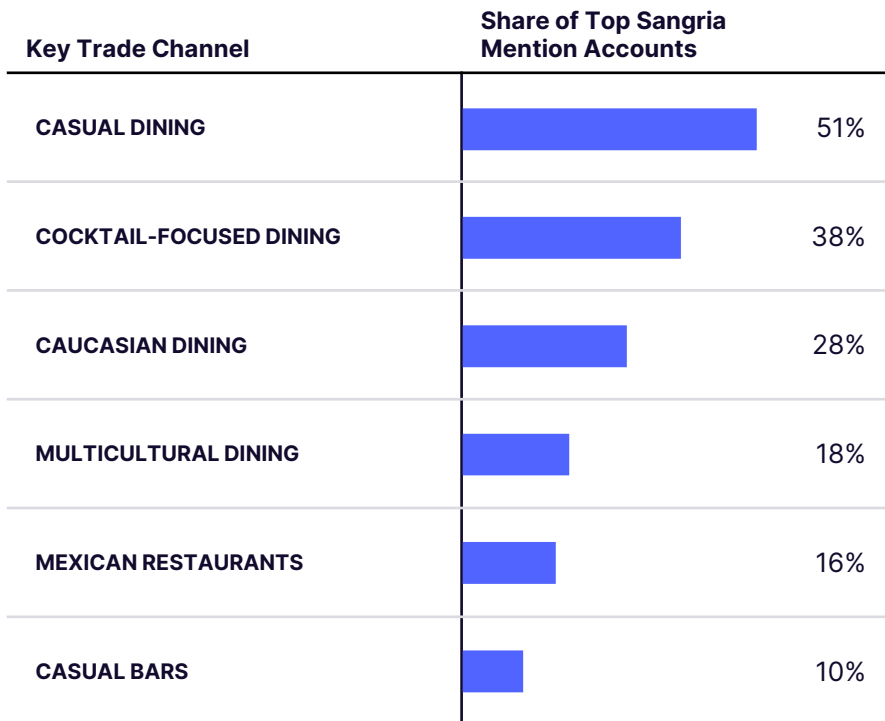
Flavor/Ingredient	Sangria Share*
ORANGE	21%
PEACH	13%
LEMON	13%
BERRY	11%
CITRUS	10%
LIME	9.9%

*Percentage of Sangrias featuring Flavor/Ingredient





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



51% of top Sangria mention accounts are in the Casual Dining KTC.



Which KTCs have driven overall spirits depletions in top Sangria mention accounts in National?

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

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KEY TRADE CHANNEL	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS (9L/YR)	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS VS. NATIONAL OVERALL SPIRITS BENCHMARK
MULTICULTURAL BARS	274.7	↑ 207%
MULTICULTURAL HIGH-ENERGY DINING	270.8	↑ 203%
COCKTAIL-FOCUSED MEXICAN RESTAURANTS	253.4	↑ 183%
CASUAL COCKTAIL BARS	253.0	↑ 183%
MULTICULTURAL FINE DINING	250.6	↑ 180%
HIGH-ENERGY BARS	239.1	↑ 167%
NATIONAL OVERALL SPIRITS BENCHMARK	89.4	

