



# VODKA INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Vodka?

### On-Premise Cocktail Mentions as a Proportion of Total Vodka Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 830% more likely to mention Bloody Mary when posting about Vodka than in their overall on-premise posts.

| Cocktail    | Volume | Index vs. Total On-Premise* |
|-------------|--------|-----------------------------|
| BLOODY MARY |        | ↑830%                       |
| MARTINI     |        | +11%                        |
| MIMOSA      |        | ↗28%                        |
| MOSCOW MULE |        | ↑613%                       |
| VODKA TONIC |        | ↑890%                       |

\*Index compared to share of cocktail mentions nationally

#### Top Growing On-Premise Cocktail Mentions

For example: Martini share of Vodka cocktail mentions increased by 41% nationally over the past three years.

| Cocktail<br>Ranked by Consumer Mention | 3-Year Growth**<br>(2022-2024) |
|----------------------------------------|--------------------------------|
| MARTINI                                | ↗41%                           |
| MIMOSA                                 | +10%                           |
| ESPRESSO MARTINI                       | ↑88%                           |
| MARGARITA                              | ↗16%                           |
| SPRITZ                                 | ↗46%                           |

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

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

### On-Premise Cocktail Flavor Mentions as a Proportion of Total Vodka Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 25% more likely to mention Orange when posting about Vodka than in their overall on-premise posts.

| Flavor    | Volume | Index vs. Total On-Premise* |
|-----------|--------|-----------------------------|
| ORANGE    |        | ↗25%                        |
| VANILLA   |        | ↑439%                       |
| SPICY     |        | ↑65%                        |
| COFFEE    |        | ↑123%                       |
| RASPBERRY |        | ↑101%                       |
| CHOCOLATE |        | ↗33%                        |

\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Espresso share of Vodka cocktail flavor mentions increased by 42% nationally over the past three years.

| Flavor<br>Ranked by Consumer Mentions | 3-Year Growth**<br>(2022-2024) |
|---------------------------------------|--------------------------------|
| ESPRESSO                              | ↗42%                           |
| VANILLA                               | ↗19%                           |
| COFFEE                                | ↗32%                           |
| RASPBERRY                             | +10%                           |
| LYCHEE                                | ↗25%                           |
| LAVENDER                              | ↗29%                           |

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





### What are the top and trending occasions associated with Vodka?

#### On-Premise Occasion Mentions as a Proportion of Total Vodka Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

##### Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 436% more likely to mention Brunch when posting about Vodka than in their overall on-premise posts.

| Occasion   | Volume | Index vs. Total On-Premise* |
|------------|--------|-----------------------------|
| BRUNCH     |        | ↑436%                       |
| HAPPY HOUR |        | ↑299%                       |
| LUNCH      |        | ↑21%                        |
| BBQ        |        | ↑78%                        |
| FOOTBALL   |        | ↑295%                       |

\*Index compared to share of occasion mentions nationally

##### Top Growing On-Premise Occasion Mentions

For example: Dinner share of Vodka occasion mentions increased by 11% nationally over the past three years.

| Occasion<br>Ranked by Consumer Mention | 3-Year Growth**<br>(2022-2024) |
|----------------------------------------|--------------------------------|
| DINNER                                 | +11%                           |
| FAMILY                                 | +14%                           |
| SPORTS                                 | +10%                           |
| DATE NIGHT                             | ↑18%                           |
| TRIVIA                                 | ↑86%                           |

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

### What are the top and trending environments associated with Vodka?

#### On-Premise Environment Mentions as a Proportion of Total Vodka Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

##### Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 231% more likely to mention Patio when posting about Vodka than in their overall on-premise posts.

| Environment | Volume | Index vs. Total On-Premise* |
|-------------|--------|-----------------------------|
| PATIO       |        | ↑231%                       |
| KARAOKE     |        | ↑67%                        |
| TAPROOM     |        | ↑103%                       |
| ROOFTOP     |        | ↑55%                        |
| SPEAKEASY   |        | ↑250%                       |
| DIVE BAR    |        | ↑343%                       |

\*Index compared to share of occasion mentions nationally

##### Top Growing On-Premise Environment Mentions

For example: Dancing share of Vodka environment mentions increased by 24% nationally over the past three years.

| Environment<br>Ranked by Consumer Mentions | 3-Year Growth**<br>(2022-2024) |
|--------------------------------------------|--------------------------------|
| DANCING                                    | ↑24%                           |
| KARAOKE                                    | ↑45%                           |
| SPEAKEASY                                  | ↑51%                           |
| DIVE BAR                                   | ↑40%                           |
| GAMBLING                                   | ↑16%                           |
| WATERFRONT                                 | +11%                           |

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





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

| Key Trade Channel                   | Share of Top Vodka Mention Accounts |      |
|-------------------------------------|-------------------------------------|------|
| COCKTAIL-FOCUSED HIGH-ENERGY DINING | <div></div>                         | 7.5% |
| COCKTAIL-FOCUSED ELEVATED DINING    | <div></div>                         | 4.8% |
| COCKTAIL-FOCUSED FINE DINING        | <div></div>                         | 4.4% |
| MODERN FINE DINING                  | <div></div>                         | 4.2% |
| CASUAL COCKTAIL BARS                | <div></div>                         | 4.1% |
| PREMIUM COCKTAIL BARS               | <div></div>                         | 2.3% |

8% of top Vodka mention accounts are in the Cocktail-Focused High-Energy Dining KTC.

Which KTCs have driven Vodka depletions in top Vodka mention accounts nationally?

**Top Opportunity Key Trade Channels for Vodka Depletions (9L/Yr)**

POWERED BY [GROUND SIGNAL.AI](#)

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

| KEY TRADE CHANNEL                           | AVERAGE ACCOUNT VODKA DEPLETIONS (9L/YR) |      | AVERAGE ACCOUNT VODKA DEPLETIONS VS. NATIONAL VODKA BENCHMARK |
|---------------------------------------------|------------------------------------------|------|---------------------------------------------------------------|
| LUXURY HOTELS                               | <div></div>                              | 93.8 | ↑486%                                                         |
| BUSINESS HOTELS                             | <div></div>                              | 56.6 | ↑253%                                                         |
| COCKTAIL-FOCUSED STEAK RESTAURANTS          | <div></div>                              | 56.1 | ↑251%                                                         |
| CELEBRATION-FOCUSED TRADITIONAL FINE DINING | <div></div>                              | 55.5 | ↑247%                                                         |
| TRADITIONAL FINE DINING                     | <div></div>                              | 52.7 | ↑229%                                                         |
| HIGH-ENERGY SPORTS BARS                     | <div></div>                              | 45.3 | ↑183%                                                         |
| NATIONAL VODKA BENCHMARK                    | <div></div>                              | 16.0 |                                                               |





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

### Top Cocktails on Menu in Top Vodka Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

| Cocktail             | Cocktail Share* |
|----------------------|-----------------|
| MARTINI              | 16%             |
| BLOODY MARY          | 8.3%            |
| ESPRESSO MARTINI     | 6.8%            |
| MULE                 | 5.9%            |
| COSMOPOLITAN         | 3.5%            |
| LONG ISLAND ICED TEA | 3.3%            |

\*Cocktail Share as a percentage of total cocktails

### Top Cocktail Flavors on Menu in Top Vodka Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

| Flavor/Ingredient | Cocktail Share* |
|-------------------|-----------------|
| LIME              | 20%             |
| LEMON             | 17%             |
| COFFEE            | 9.9%            |
| GINGER            | 9.7%            |
| ORANGE            | 9.3%            |
| PINEAPPLE         | 8.3%            |

\*Cocktail Share as a percentage of total cocktails

How are Vodka price tiers performing in terms of sales velocity in top Vodka mention accounts?

### Vodka Price Tier Sales Performance (9L/Yr) in Top Vodka Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)

TOP VODKA ACCOUNTS  
NATIONAL TIER BENCHMARK

High↑ Mid↓  
Mid↑ High↓  
Neutral +/-

| VODKA PRICE TIER | SHARE OF TOTAL VODKA VOLUME (%) | SALES VELOCITY (9L/YR) | SALES VELOCITY VS. NATIONAL TIER BENCHMARK |
|------------------|---------------------------------|------------------------|--------------------------------------------|
| LUXURY           | 0.0%                            | <br>0.8<br>0.9         | -9%                                        |
| PRESTIGE         | 0.0%                            | <br>0.0<br>0.2         | ↓100%                                      |
| ULTRA PREMIUM    | 0.0%                            | <br>2.1<br>1.9         | +12%                                       |
| SUPER PREMIUM    | 24%                             | <br>7.1<br>4.3         | ↑65%                                       |
| PREMIUM          | 27%                             | <br>5.9<br>3.9         | ↑49%                                       |
| STANDARD         | 43%                             | <br>5.1<br>3.2         | ↑62%                                       |
| VALUE            | 5.5%                            | <br>8.6<br>6.5         | ↑33%                                       |

