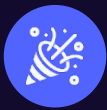


# PARTY INSIGHTS

NATIONAL





### What are the top and trending cocktails associated with Party?

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

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 40% more likely to mention Mimosa when posting about Party than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↗40%
TIKI		↗35%
SHOTS		↑301%
MINT JULEP		↑241%
LEMON DROP		↑53%

\*Index compared to share of cocktail mentions in National

##### Top Growing On-Premise Cocktail Mentions

For example: Margarita share of Party cocktail mentions increased by 16% in National over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	↗16%
MARTINI	↗20%
ESPRESSO MARTINI	↑103%
MINT JULEP	↗44%
LEMON DROP	↑152%

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

### What are the top and trending cocktail flavors associated with Party?

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

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 23% more likely to mention Orange when posting about Party than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ORANGE		↗23%
APPLE		↑110%
TROPICAL		↑145%
PINEAPPLE		↗18%
PICKLE		↑178%
CUCUMBER		+12%

\*Index compared to share of flavor mentions in National

##### Top Growing On-Premise Flavor Mentions

For example: Espresso share of Party cocktail flavor mentions increased by 87% in National over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑87%
APPLE	↗47%
PINEAPPLE	↗48%
COFFEE	↗20%
CUCUMBER	+14%
LYCHEE	↗31%

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





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

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

POWERED BY GROUND SIGNAL.AI

High ↑  
Mid ↑  
Neutral +/-

Mid ↓  
High ↓

## Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 15% more likely to mention Late Night when posting about Party than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
LATE NIGHT	<div></div>	↑15%
HALLOWEEN	<div></div>	↑123%
CHRISTMAS	<div></div>	↑34%
SUPER BOWL	<div></div>	↑48%
BLOCK PARTY	<div></div>	↑840%

\*Index compared to share of occasion mentions in National

## Top Growing On-Premise Occasion Mentions



For example: Friends share of Party occasion mentions increased by 11% in National over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
FRIENDS	+11%
DINNER	↑15%
SPORTS	↑36%
BRUNCH	↑18%
HAPPY HOUR	↑38%

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

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

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

POWERED BY GROUND SIGNAL.AI

High ↑  
Mid ↑  
Neutral +/-

Mid ↓  
High ↓

## Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 127% more likely to mention Dancing when posting about Party than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
DANCING	<div></div>	↑127%
KARAOKE	<div></div>	↑76%
EDM	<div></div>	↑108%
NIGHTCLUB	<div></div>	↑270%
PRIVATE EVENTS	<div></div>	↑216%
LGBT	<div></div>	↑29%

\*Index compared to share of occasion mentions in National

## Top Growing On-Premise Environment Mentions

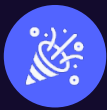


For example: Karaoke share of Party environment mentions increased by 53% in National over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
KARAOKE	↑53%
PATIO	+12%
BAR GAMES	+13%
LINE DANCING	↑66%
SPEAKEASY	↑21%
DOG-FRIENDLY	↑16%

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





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

Key Trade Channel	Share of Top Party Mention Accounts	
CASUAL DINING	<div></div>	20%
CASUAL BARS	<div></div>	18%
CAUCASIAN DINING	<div></div>	14%
COCKTAIL-FOCUSED DINING	<div></div>	13%
HIGH-ENERGY BARS	<div></div>	6.8%
HIGH-ENERGY NIGHTLIFE	<div></div>	4.6%

20% of top Party mention accounts are in the Casual Dining KTC.

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

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
NIGHTLIFE HOTELS	<div></div>	562.1	↑529%
HIGH-ENERGY HOTELS	<div></div>	492.2	↑451%
COCKTAIL-FOCUSED NIGHTLIFE	<div></div>	317.9	↑256%
MULTICULTURAL NIGHTCLUBS	<div></div>	296.7	↑232%
MULTICULTURAL MODERN FINE DINING	<div></div>	284.7	↑218%
MULTICULTURAL FINE DINING	<div></div>	264.5	↑196%
NATIONAL OVERALL SPIRITS BENCHMARK	<div></div>	89.4	







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

**Top Cocktails on Menu in Top Party Mention Accounts**

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	10%
MARTINI	5.6%
OLD FASHIONED	3.6%
SANGRIA	2.9%
MIMOSA	2.8%
MULE	2.5%

\*Cocktail Share as a percentage of total cocktails

**Top Cocktail Flavors on Menu in Top Party Mention Accounts**

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	24%
LEMON	15%
ORANGE	13%
PINEAPPLE	9.1%
GINGER	5.8%
COFFEE	5.8%

\*Cocktail Share as a percentage of total cocktails

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

**Spirits Category Sales Performance (9L/Yr) in Top Party 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	29%	4.6	↑66%	↗20%
WHISKEY	27%	2.4	-14%	+11%
AMERICAN WHISKEY	18%	2.6	-5%	+11%
VODKA	16%	4.5	↑64%	↗21%
LIQUEURS	9.4%	2.1	↘23%	+7%
RUM	9.2%	4.1	↗47%	+8%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

