

BRANDY INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Brandy?

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

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 292% more likely to mention Sangria when posting about Brandy than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
SANGRIA		↑292%
OLD FASHIONED		↑467%
SIDECAR		↑1328%
SPRITZ		↗47%
NEGRONI		↑242%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Martini share of Brandy cocktail mentions increased by 16% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARTINI	↗16%
MARGARITA	↗15%
SIDECAR	↗35%
SPRITZ	↑54%
ESPRESSO MARTINI	↑101%

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

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

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

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 2,302% more likely to mention Apple when posting about Brandy than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
APPLE		↑2302%
ORANGE		↑71%
PEAR		↑616%
APRICOT		↑1270%
BLACKBERRY		↑97%
COFFEE		↗28%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Espresso share of Brandy cocktail flavor mentions increased by 131% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑131%
BLACKBERRY	↗15%
COFFEE	↗29%
PLUM	↗48%
GINGER	↑65%
VANILLA	↗38%

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





What are the top and trending occasions associated with Brandy?

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

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 82% more likely to mention Dinner when posting about Brandy than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
DINNER		↑82%
HAPPY HOUR		↑209%
LATE NIGHT		↗24%
DATE NIGHT		↗19%
CHRISTMAS		↑138%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Dinner share of Brandy occasion mentions increased by 22% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
DINNER	↗22%
FAMILY	↗15%
LATE NIGHT	↗28%
ANNIVERSARY	↑60%
HALLOWEEN	↑62%

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

What are the top and trending environments associated with Brandy?

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

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 108% more likely to mention Patio when posting about Brandy than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO		↑108%
SPEAKEASY		↑942%
FINE DINING		↑592%
AWARD-WINNING		↑530%
TAPROOM		↑193%
LGBT		↗17%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Speakeasy share of Brandy environment mentions increased by 45% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
SPEAKEASY	↗45%
FINE DINING	↗49%
AWARD-WINNING	↑54%
DANCING	↑102%
TAPROOM	↑64%
ROOFTOP	↗23%

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



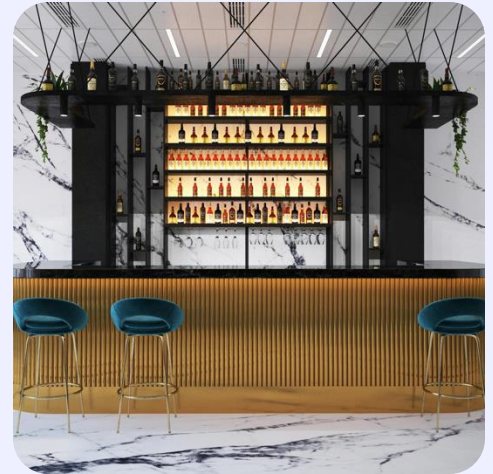


Which Key Trade Channels (KTCs) are most likely to feature top Brandy mention accounts?

Key Trade Channel	Share of Top Brandy Mention Accounts	
PREMIUM COCKTAIL BARS	<div></div>	17%
CASUAL COCKTAIL BARS	<div></div>	16%
COCKTAIL-FOCUSED AMERICAN RESTAURANTS	<div></div>	10%
COCKTAIL-FOCUSED FINE DINING	<div></div>	9.9%
MODERN FINE DINING	<div></div>	9.6%
COCKTAIL-FOCUSED MODERN FINE DINING	<div></div>	8.9%



17% of top Brandy mention accounts are in the Premium Cocktail Bars KTC.



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

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT BRANDY DEPLETIONS (9L/YR)		AVERAGE ACCOUNT BRANDY DEPLETIONS VS. NATIONAL BRANDY BENCHMARK
LUXURY HOTELS	<div></div>	7.1	↑184%
BRUNCH-FOCUSED ELEVATED DINING	<div></div>	7.0	↑182%
PREMIUM HOTELS	<div></div>	6.9	↑178%
COCKTAIL-FOCUSED ELEVATED DINING	<div></div>	4.9	↑95%
CASUAL COCKTAIL BARS	<div></div>	4.1	↑63%
PREMIUM COCKTAIL BARS	<div></div>	4.0	↑61%
NATIONAL BRANDY BENCHMARK	<div></div>	2.5	





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

Top Cocktails on Menu in Top Brandy Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
SANGRIA	18%
SIDECAR	8.3%
PISCO COCKTAIL	6.5%
MARGARITA	3.5%
PISCO SOUR	3.3%
OLD FASHIONED	3.0%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Brandy Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LEMON	25%
ORANGE	20%
LIME	15%
PINEAPPLE	8.4%
APPLE	7.2%
PEACH	7.1%

*Cocktail Share as a percentage of total cocktails

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

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

POWERED BY [GROUND SIGNAL.AI](#)

TOP BRANDY ACCOUNTS
NATIONAL TIER BENCHMARK

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

BRANDY PRICE TIER	SHARE OF TOTAL BRANDY VOLUME (%)	SALES VELOCITY (9L/YR)	SALES VELOCITY VS. NATIONAL TIER BENCHMARK
LUXURY	0.0%	0.0 0.0	—
PRESTIGE	0.0%	0.4 0.2	↑162%
ULTRA PREMIUM	0.0%	0.0 0.0	—
SUPER PREMIUM	0.4%	0.5 0.5	+2%
PREMIUM	32%	7.2 1.7	↑315%
STANDARD	47%	12.1 2.3	↑425%
VALUE	21%	11.5 2.9	↑292%

