

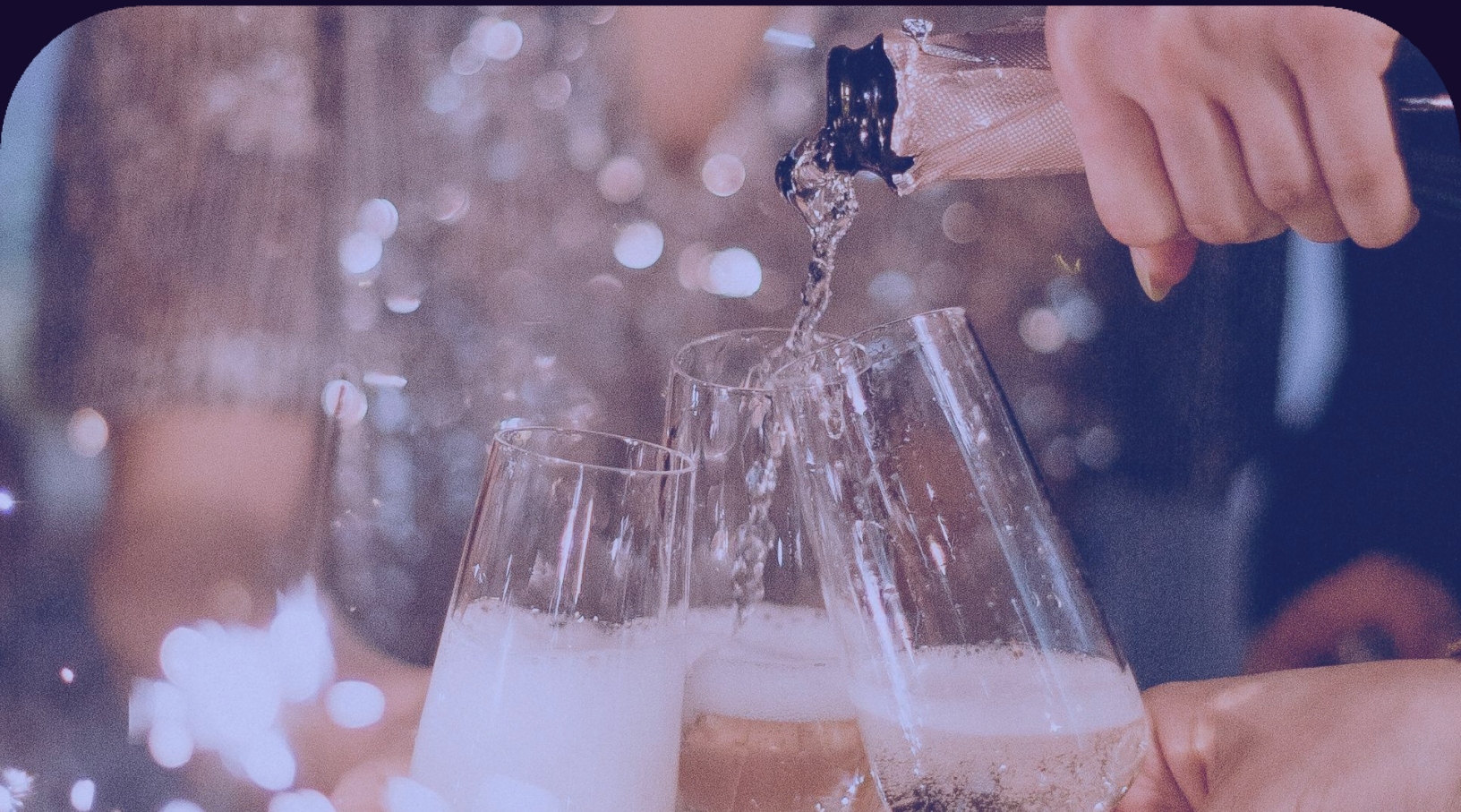


GROUND SIGNAL

NOVEMBER 2025

CHAMPAGNE INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Champagne?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 567% more likely to mention Mimosa when posting about Champagne than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑567%
BLOODY MARY		↑101%
BELLINI		↑580%
SCREWDRIVER		↑283%
BLOODY MARIA		↑47%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Bloody Mary share of Champagne cocktail mentions increased by 11% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
BLOODY MARY	+11%
MARGARITA	↑77%
MARTINI	↑83%
SPRITZ	↑74%
SANGRIA	↑17%

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

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

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 56% more likely to mention Orange when posting about Champagne than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ORANGE		↑56%
PEACH		↑330%
STRAWBERRY		↑31%
ELDERFLOWER		↑196%
PINEAPPLE		↑59%
VANILLA		↑69%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Espresso share of Champagne cocktail flavor mentions increased by 108% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑108%
LEMONADE	+12%
ELDERFLOWER	↑43%
VANILLA	↑106%
SPICY	↑23%
BLACKBERRY	↑43%

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





What are the top and trending occasions associated with Champagne?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 1,066% more likely to mention Brunch when posting about Champagne than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
BRUNCH	<div></div>	↑1066%
PARTY	<div></div>	+13%
HAPPY HOUR	<div></div>	↑67%
NEW YEARS	<div></div>	↑60%
MOTHER'S DAY	<div></div>	↑236%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Friends share of Champagne occasion mentions increased by 13% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
FRIENDS	+13%
FAMILY	↑34%
DINNER	↑16%
HAPPY HOUR	↑33%
LUNCH	↑19%

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

What are the top and trending environments associated with Champagne?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 180% more likely to mention Patio when posting about Champagne than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO	<div></div>	↑180%
HOOKAH	<div></div>	↑686%
ROOFTOP	<div></div>	↑121%
KARAOKE	<div></div>	+14%
FINE DINING	<div></div>	↑128%
NIGHTCLUB	<div></div>	↑79%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Karaoke share of Champagne environment mentions increased by 73% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
KARAOKE	↑73%
WATERFRONT	+13%
PRIVATE EVENTS	↑16%
AWARD-WINNING	↑25%
COUNTRY CLUB	↑18%
KID-FRIENDLY	↑53%

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





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

Key Trade Channel	Share of Top Champagne Mention Accounts	
COCKTAIL-FOCUSED AMERICAN RESTAURANTS	<div></div>	8.5%
COCKTAIL-FOCUSED HIGH-ENERGY DINING	<div></div>	8.4%
CASUAL AMERICAN RESTAURANTS	<div></div>	7.6%
WEDDING HOTELS	<div></div>	2.9%
CASUAL COCKTAIL BARS	<div></div>	2.4%
PREMIUM HOTELS	<div></div>	2.4%



9% of top Champagne mention accounts are in the Cocktail-Focused American Restaurants KTC.



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

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

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High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT CHAMPAGNE DEPLETIONS (9L/YR)		AVERAGE ACCOUNT CHAMPAGNE DEPLETIONS VS. NATIONAL CHAMPAGNE BENCHMARK
COCKTAIL-FOCUSED HIGH-ENERGY HOTELS	<div></div>	20.5	NA
HIGH-ENERGY HOTELS	<div></div>	19.5	NA
ELEVATED + FINE DINING ASIAN RESTAURANTS	<div></div>	11.3	NA
COCKTAIL-FOCUSED MODERN FINE DINING	<div></div>	7.1	NA
CASUAL COCKTAIL BARS	<div></div>	5.7	NA
PREMIUM COCKTAIL BARS	<div></div>	5.5	NA
NATIONAL CHAMPAGNE BENCHMARK		0.00	





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

Top Cocktails on Menu in Top
Champagne Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MIMOSA	33%
SPRITZ	12%
APERITIF SPRITZ	6.3%
PEACH BELLINI	5.0%
BELLINI	4.3%
FRENCH 75	2.8%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top
Champagne Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Flavor/Ingredient	Cocktail Share*
ORANGE	22%
LEMON	18%
PEACH	12%
LIME	10%
ELDERFLOWER	8.8%
GRAPEFRUIT	8.4%

*Cocktail Share as a percentage of total cocktails

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

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

POWERED BY [GROUND SIGNAL.AI](#)

TOP CHAMPAGNE ACCOUNTS
NATIONAL TIER BENCHMARK

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

CHAMPAGNE PRICE TIER	SHARE OF TOTAL CHAMPAGNE VOLUME (%)	SALES VELOCITY (9L/YR)	SALES VELOCITY VS. NATIONAL TIER BENCHMARK
LUXURY	0.5%	 0.6 0.6	+2%
PRESTIGE	18%	 5.5 4.4	↗25%
ULTRA PREMIUM	81%	 5.7 4.6	↗24%

