



GROUND SIGNAL

MAY 2025

JAZZ INSIGHTS

NATIONAL





JAZZ

NATIONAL ENVIRONMENT INSIGHTS

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What are the top and trending cocktails associated with Jazz?

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

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

Top Over-Indexing On-Premise Cocktail Mentions

Cocktail	Volume	Index vs. Total On-Premise*
MARTINI		↑50%
MIMOSA		↑56%
TIKI		↗15%
OLD FASHIONED		↑114%
NEGRONI		↑88%

*Index compared to share of cocktail mentions nationally

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

Top Growing On-Premise Cocktail Mentions

For example: Sidecar share of Jazz cocktail mentions increased by 34% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
ESPRESSO MARTINI	↑99%
SIDECAR	↗34%
MOJITO	↗32%
RUM PUNCH	↗21%
DIRTY MARTINI	↗19%

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

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

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

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

Top Over-Indexing On-Premise Flavor Mentions

Flavor	Volume	Index vs. Total On-Premise*
ESPRESSO		↗40%
ELDERFLOWER		↑215%
LYCHEE		↑62%
CHOCOLATE		↗39%
TROPICAL		↑66%
BANANA		↑121%

*Index compared to share of flavor mentions nationally

For example: Consumers are 215% more likely to mention Elderflower when posting about Jazz than in their overall on-premise posts.

Top Growing On-Premise Flavor Mentions

For example: Elderflower share of Jazz cocktail flavor mentions increased by 527% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↗27%
SPICY	↗67%
ELDERFLOWER	↑527%
CHOCOLATE	↗31%
PEACH	↑318%
BANANA	↑57%

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

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What are the top and trending occasions associated with Jazz?

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

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Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 133% more likely to mention Brunch when posting about Jazz than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
FRIENDS		↗ 33%
BRUNCH		↑ 133%
PARTY		↗ 41%
LATE NIGHT		↑ 125%
HAPPY HOUR		↑ 86%

*Index compared to share of occasion mentions nationally

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

Top Growing On-Premise Occasion Mentions

For example: Anniversary share of Jazz occasion mentions increased by 15% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
HAPPY HOUR	↗ 34%
ANNIVERSARY	↗ 15%
VALENTINE'S DAY	↑ 72%
TRIVIA	↑ 74%
GAME NIGHT	↑ 72%

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

What are the top and trending environments associated with Jazz?

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

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Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 29% more likely to mention Speakeasy when posting about Jazz than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
SPEAKEASY		↗ 29%

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

Top Growing On-Premise Environment Mentions

For example: Karaoke share of Jazz environment mentions increased by 49% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
SPEAKEASY	↗ 18%
KARAOKE	↗ 49%
GAMBLING	↗ 34%
LINE DANCING	↑ 85%

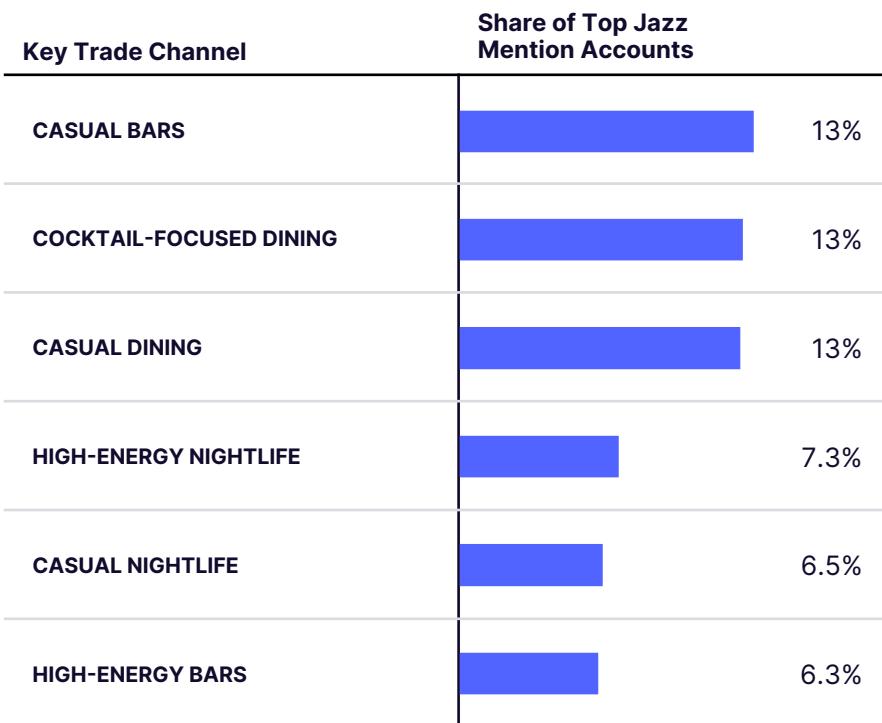
*Index compared to share of occasion mentions nationally

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

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



13% of top Jazz mention accounts are in the Cocktail-Focused Dining KTC.

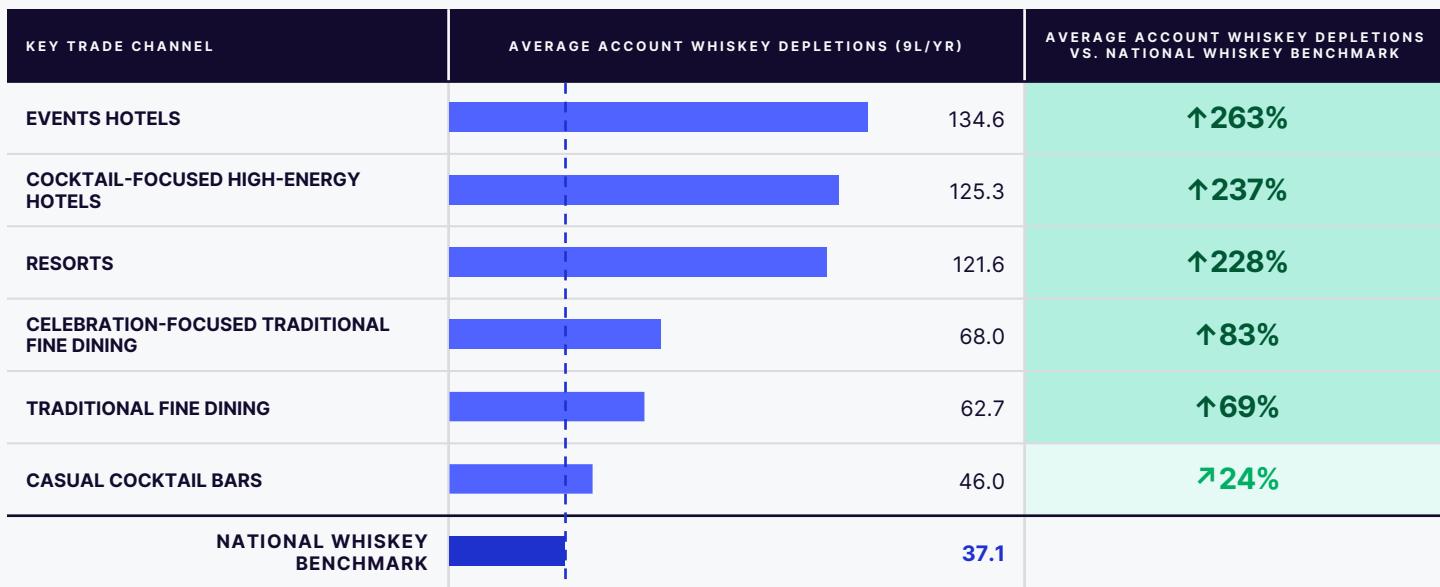


Which KTCs have driven Whiskey depletions over the past three years in top Jazz mention accounts nationally?

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

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





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

Top Cocktails on Menu in Top Jazz Mention Accounts



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Cocktail	Cocktail Share*
MARGARITA	5.7%
MARTINI	5.6%
OLD FASHIONED	4.0%
MIMOSA	2.7%
ESPRESSO MARTINI	2.4%
BLOODY MARY	2.1%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Jazz Mention Accounts



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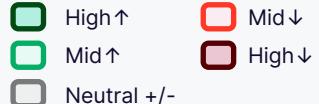
Flavor/Ingredient	Cocktail Share*
LIME	22%
LEMON	19%
ORANGE	13%
PINEAPPLE	7.4%
COFFEE	6.7%
GINGER	6.5%

*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of average account depletions over the past three years in top Jazz mention accounts?

Spirits Category Sales Performance (9L/Yr) in Top Jazz Mention Accounts

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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	31%	6.6	↑149%	↑83%
WHISKEY	22%	2.9	+8%	↑51%
VODKA	18%	7.3	↑176%	↑104%
RUM	10%	6.0	↑125%	↗47%
LIQUEURS	8.8%	2.9	+10%	↑52%
GIN	5.6%	3.9	↗46%	↑100%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

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