



GROUND SIGNAL

MAY 2025

JAZZ INSIGHTS

NATIONAL





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 ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

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

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

*Index compared to share of cocktail mentions nationally

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 ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

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

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

*Index compared to share of flavor mentions nationally

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





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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High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

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	<div></div>	↗ 33%
BRUNCH	<div></div>	↑ 133%
PARTY	<div></div>	↗ 41%
LATE NIGHT	<div></div>	↑ 125%
HAPPY HOUR	<div></div>	↑ 86%

*Index compared to share of occasion mentions nationally

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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High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

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	<div></div>	↗ 29%

*Index compared to share of occasion mentions nationally

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%

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





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

Key Trade Channel	Share of Top Jazz Mention Accounts	
CASUAL BARS	<div></div>	13%
COCKTAIL-FOCUSED DINING	<div></div>	13%
CASUAL DINING	<div></div>	13%
HIGH-ENERGY NIGHTLIFE	<div></div>	7.3%
CASUAL NIGHTLIFE	<div></div>	6.5%
HIGH-ENERGY BARS	<div></div>	6.3%



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 +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT WHISKEY DEPLETIONS (9L/YR)		AVERAGE ACCOUNT WHISKEY DEPLETIONS VS. NATIONAL WHISKEY BENCHMARK
EVENTS HOTELS	<div></div>	134.6	↑263%
COCKTAIL-FOCUSED HIGH-ENERGY HOTELS	<div></div>	125.3	↑237%
RESORTS	<div></div>	121.6	↑228%
CELEBRATION-FOCUSED TRADITIONAL FINE DINING	<div></div>	68.0	↑83%
TRADITIONAL FINE DINING	<div></div>	62.7	↑69%
CASUAL COCKTAIL BARS	<div></div>	46.0	↑24%
NATIONAL WHISKEY BENCHMARK	<div></div>	37.1	





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

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		

