



GROUND SIGNAL

SEPTEMBER 2025

FINE DINING INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Fine Dining?

On-Premise Cocktail Mentions as a Proportion of Total Fine Dining Mentions

POWERED BY GROUND SIGNAL.AI



Top Over-Indexing On-Premise Cocktail Mentions



Top Over-Indexing

For example: Consumers are 101% more likely to mention Martini when posting about Fine Dining than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARTINI		↑101%
ESPRESSO MARTINI		↑82%
SPRITZ		↑71%
NEGRONI		↑140%
DIRTY MARTINI		↑244%

*Index compared to share of cocktail mentions in National

Top Growing On-Premise Cocktail Mentions



Top Growing

For example: Martini share of Fine Dining cocktail mentions increased by 12% in National over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARTINI	+12%
ESPRESSO MARTINI	↗26%
SPRITZ	↗43%
DIRTY MARTINI	↗20%
FRENCH 75	↗24%

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

What are the top and trending cocktail flavors associated with Fine Dining?

On-Premise Cocktail Flavor Mentions as a Proportion of Total Fine Dining Mentions

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Top Over-Indexing On-Premise Flavor Mentions



Top Over-Indexing

For example: Consumers are 38% more likely to mention Espresso when posting about Fine Dining than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ESPRESSO		↗38%
LYCHEE		↑115%
TOMATO		↑88%
MATCHA		↗16%
THYME		↑106%
PLUM		+11%

*Index compared to share of flavor mentions in National

Top Growing On-Premise Flavor Mentions



Top Growing

For example: Espresso share of Fine Dining cocktail flavor mentions increased by 19% in National over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↗19%
ORANGE	+11%
VANILLA	↗44%
HIBISCUS	↑79%
LEMON	↗28%
CARAMEL	↗80%

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





What are the top and trending occasions associated with Fine Dining?

On-Premise Occasion Mentions as a Proportion of Total Fine Dining Mentions

POWERED BY GROUND SIGNAL.AI

Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 146% more likely to mention Dinner when posting about Fine Dining than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
DINNER		↑146%
BIRTHDAY		↑83%
BRUNCH		↗16%
DATE NIGHT		↑108%
ANNIVERSARY		↑101%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Occasion Mentions



For example: Wedding share of Fine Dining occasion mentions increased by 16% in National over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
WEDDING	↗16%
HAPPY HOUR	↗44%
NEW YEARS	↗34%
VALENTINE'S DAY	↗28%
MOTHER'S DAY	↑55%

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

What are the top and trending environments associated with Fine Dining?

On-Premise Environment Mentions as a Proportion of Total Fine Dining Mentions

POWERED BY GROUND SIGNAL.AI

Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 1,472% more likely to mention Award-Winning when posting about Fine Dining than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
AWARD-WINNING		↑1472%
PATIO		↑77%
ROOFTOP		↑105%
JAZZ		↗27%
PRIVATE EVENTS		↑139%
WATERFRONT		↑107%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Environment Mentions



For example: Patio share of Fine Dining environment mentions increased by 17% in National over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
PATIO	↗17%
DANCING	↗19%
LIVE MUSIC	↗39%
JAZZ	↗42%
PRIVATE EVENTS	↗42%
SPEAKEASY	↗28%

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





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in Fine Dining?

Top Cocktails on Menu in Fine Dining



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Cocktail	Cocktail Share*
MARTINI	7.4%
MARGARITA	4.8%
OLD FASHIONED	4.6%
ESPRESSO MARTINI	3.3%
MANHATTAN	2.6%
SPRITZ	2.4%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Fine Dining



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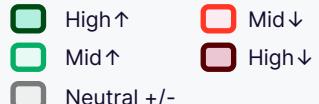
Flavor/Ingredient	Cocktail Share*
LIME	24%
LEMON	21%
ORANGE	12%
COFFEE	8.1%
GINGER	6.5%
PINEAPPLE	6.5%

*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of sales velocity in Fine Dining?

Spirits Category Sales Performance (9L/Yr) in Fine Dining

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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
WHISKEY	26%	2.1	↓23%	-1%
AMERICAN WHISKEY	22%	2.7	-1%	↗16%
VODKA	22%	9.1	↑230%	↑144%
TEQUILA	18%	3.2	↗15%	↓17%
LIQUEURS	11%	2.4	-12%	↗24%
APERITIF	7.2%	6.8	↑145%	↗35%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

