



GROUND SIGNAL

SEPTEMBER 2025

# DANCING INSIGHTS

NATIONAL





### What are the top and trending cocktails associated with Dancing?

#### On-Premise Cocktail Mentions as a Proportion of Total Dancing Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

##### Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 32% more likely to mention Tiki when posting about Dancing than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
TIKI		↑32%
SHOTS		↑349%
MOJITO		↑34%
LEMON DROP		↑45%
DAIQUIRI		↑25%

\*Index compared to share of cocktail mentions in National

##### Top Growing On-Premise Cocktail Mentions

For example: Margarita share of Dancing cocktail mentions increased by 19% in National over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	↑19%
MARTINI	↑42%
ESPRESSO MARTINI	↑103%
LEMON DROP	↑154%
DAIQUIRI	↑23%

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

### What are the top and trending cocktail flavors associated with Dancing?

#### On-Premise Cocktail Flavor Mentions as a Proportion of Total Dancing Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

##### Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 49% more likely to mention Orange when posting about Dancing than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ORANGE		↑49%
TROPICAL		↑148%
APPLE		↑85%
MANGO		+11%
PASSIONFRUIT		↑119%
PEANUT BUTTER		↑167%

\*Index compared to share of flavor mentions in National

##### Top Growing On-Premise Flavor Mentions

For example: Espresso share of Dancing cocktail flavor mentions increased by 61% in National over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑61%
ORANGE	↑32%
SPICY	↑32%
APPLE	↑69%
LYCHEE	↑27%
PASSIONFRUIT	↑210%

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





## What are the top and trending occasions associated with Dancing?

### On-Premise Occasion Mentions as a Proportion of Total Dancing Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 296% more likely to mention Party when posting about Dancing than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
PARTY	<div></div>	↑296%
FRIENDS	<div></div>	↑33%
WEDDING	<div></div>	↑97%
LATE NIGHT	<div></div>	↑172%
GIRLS' NIGHT	<div></div>	↑87%

\*Index compared to share of occasion mentions in National

#### Top Growing On-Premise Occasion Mentions

For example: Dinner share of Dancing occasion mentions increased by 12% in National over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
DINNER	+12%
HAPPY HOUR	↑49%
ANNIVERSARY	+10%
BRUNCH	↑22%
LUNCH	↑23%

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

## What are the top and trending environments associated with Dancing?

### On-Premise Environment Mentions as a Proportion of Total Dancing Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Environment Mentions

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

Environment	Volume	Index vs. Total On-Premise*
EDM	<div></div>	↑38%
LINE DANCING	<div></div>	↑380%
NIGHTCLUB	<div></div>	↑58%

\*Index compared to share of occasion mentions in National

#### Top Growing On-Premise Environment Mentions

For example: Line Dancing share of Dancing environment mentions increased by 86% in National over the past three years.

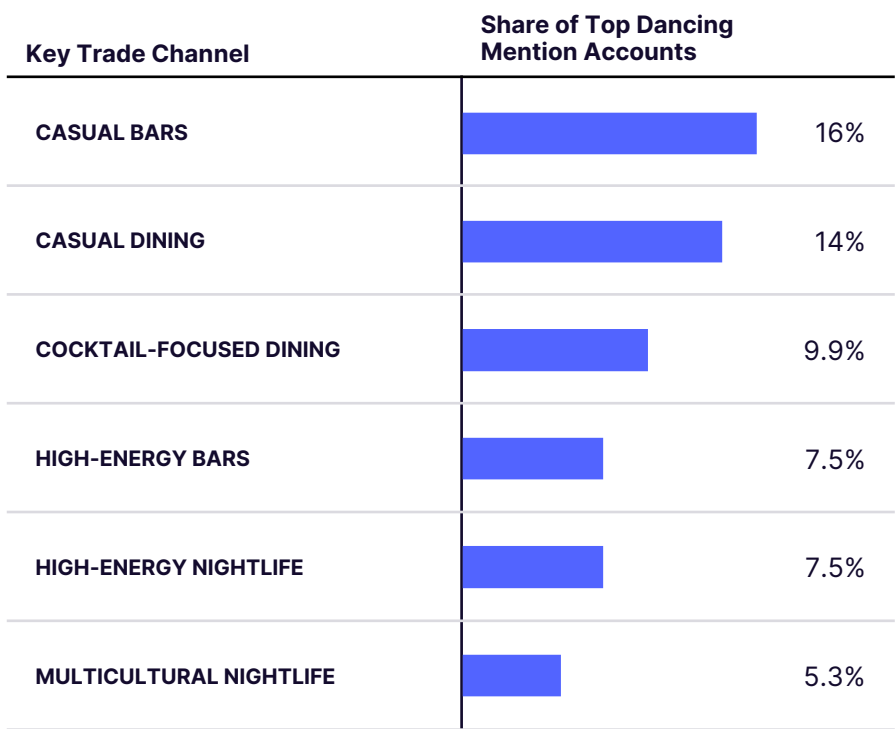
Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
LINE DANCING	↑86%
KARAOKE	↑61%
JAZZ	+14%
BEACH	↑17%
COUNTRY MUSIC	↑32%
PATIO	↑19%

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





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



16% of top Dancing mention accounts are in the Casual Bars KTC.

Which KTCs have driven overall spirits depletions in top Dancing mention accounts in National?

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

POWERED BY [GROUND SIGNAL.AI](#)

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS (9L/YR)	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS VS. NATIONAL OVERALL SPIRITS BENCHMARK
COCKTAIL-FOCUSED HIGH-ENERGY HOTELS	643.5	↑620%
HIGH-ENERGY HOTELS	585.5	↑555%
MULTICULTURAL FINE DINING	345.1	↑286%
MULTICULTURAL MODERN FINE DINING	336.1	↑276%
COCKTAIL-FOCUSED NIGHTLIFE	334.8	↑274%
MULTICULTURAL NIGHTCLUBS	307.5	↑244%
NATIONAL OVERALL SPIRITS BENCHMARK	89.4	





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

### Top Cocktails on Menu in Top Dancing Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	9.5%
MARTINI	4.8%
OLD FASHIONED	3.3%
MIMOSA	2.9%
SANGRIA	2.6%
SHOT	2.4%

\*Cocktail Share as a percentage of total cocktails

### Top Cocktail Flavors on Menu in Top Dancing Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	24%
LEMON	15%
ORANGE	13%
PINEAPPLE	9.7%
GINGER	5.7%
COFFEE	5.7%

\*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of sales velocity in top Dancing mention accounts?

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

POWERED BY [GROUND SIGNAL.AI](#)

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

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%	5.8	↑110%	↑53%
WHISKEY	26%	2.8	+3%	↗32%
AMERICAN WHISKEY	17%	3.2	+14%	↗34%
VODKA	15%	5.6	↑103%	↑50%
RUM	9.6%	5	↑82%	↗34%
LIQUEURS	8.8%	2.5	-10%	↗26%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

