

# DANCING INSIGHTS

NATIONAL





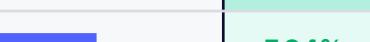
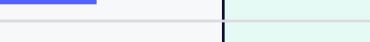
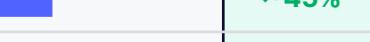
## What are the top and trending cocktails associated with Dancing?

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

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  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

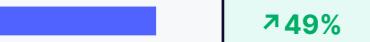
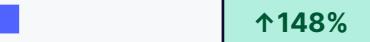
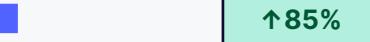
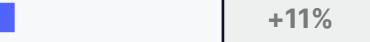
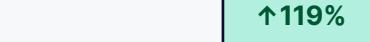
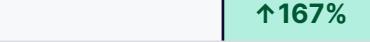
## What are the top and trending cocktail flavors associated with Dancing?

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

POWERED BY GROUND SIGNAL.AI


  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

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## 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		↑ 296%
FRIENDS		↑ 33%
WEDDING		↑ 97%
LATE NIGHT		↑ 172%
GIRLS' NIGHT		↑ 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

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## 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		↗ 38%
LINE DANCING		↑ 380%
NIGHTCLUB		↑ 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.

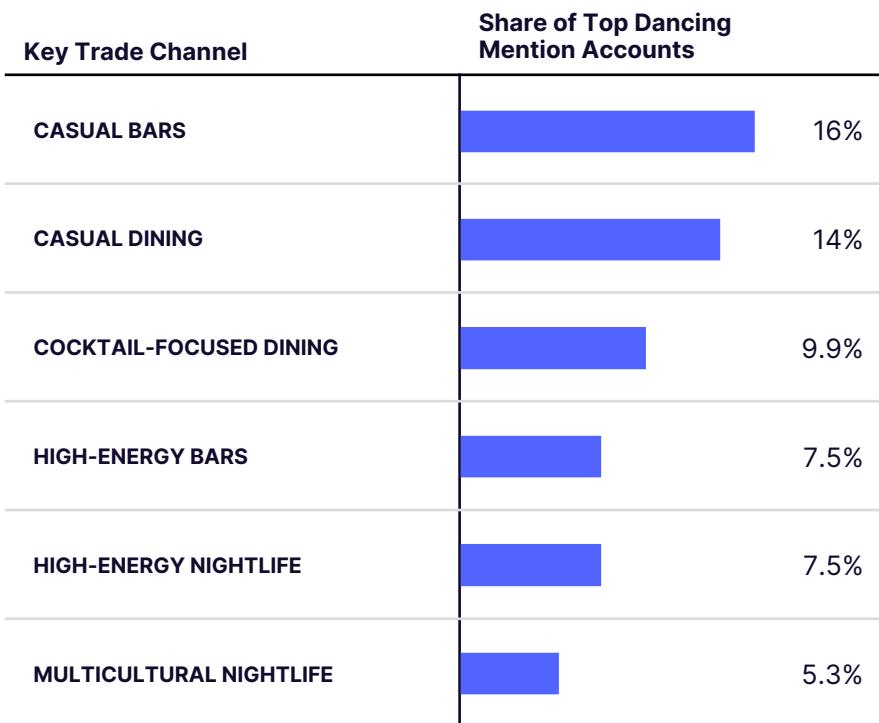
Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
LINE DANCING	↑ 86%
KARAOKE	↑ 61%
JAZZ	+14%
BEACH	↗ 17%
COUNTRY MUSIC	↗ 32%
PATIO	↗ 19%

\*\*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.

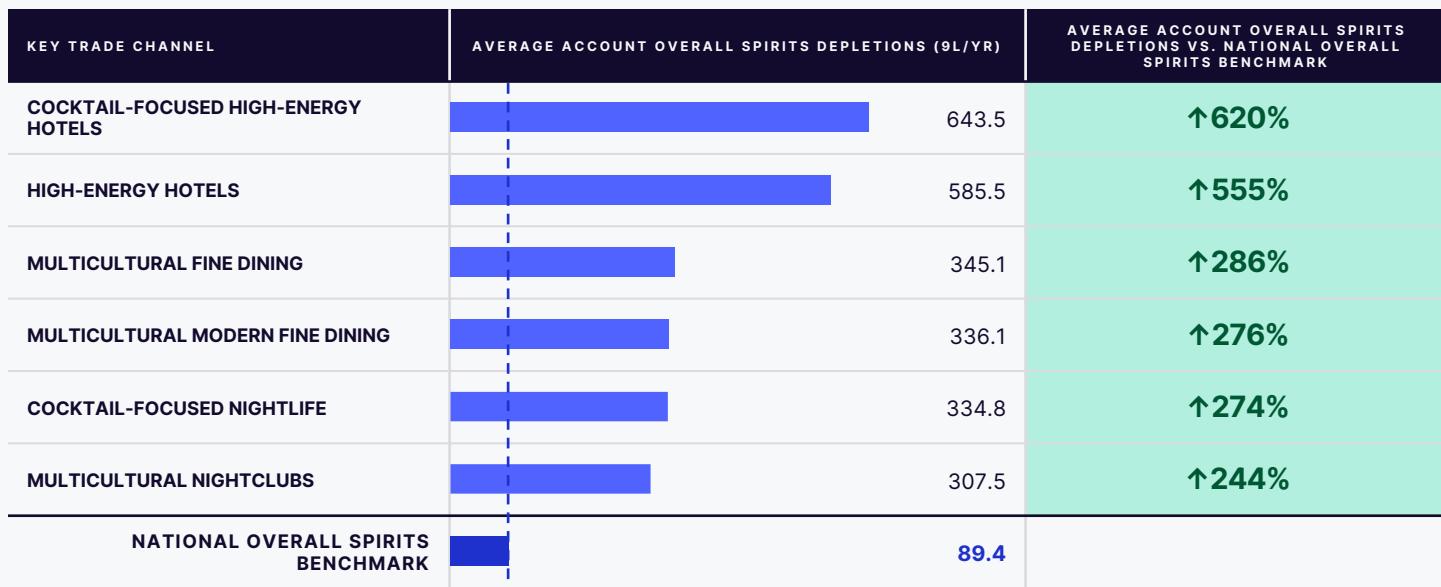


Which KTCs have driven overall spirits depletions in top Dancing mention accounts in National?

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

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





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



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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



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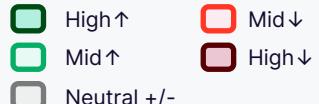
Flavor/Ingredient	Cocktail Share*
LIME	24%
LEMON	15%
ORANGE	13%
PINEAPPLE	9.7%
GINGER	5.7%
COFFEE	5.7%

\*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

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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%	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		

