



GROUND SIGNAL

MAY 2025

MARDI GRAS INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Mardi Gras?

On-Premise Cocktail Mentions as a Proportion of Total Mardi Gras Mentions

POWERED BY GROUND SIGNAL.AI

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

Top Over-Indexing On-Premise Cocktail Mentions

Cocktail	Volume	Index vs. Total On-Premise*
SAZERAC		↑ 3182%
FROZEN DRINKS		↑ 221%
DAIQUIRI		↑ 664%
HURRICANE		↑ 17551%
FRENCH 75		↑ 596%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARTINI	↗ 46%
HURRICANE	↗ 97%
FRENCH 75	↗ 43%
TIKI	↗ 22%
SHOTS	↗ 19%

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

What are the top and trending cocktail flavors associated with Mardi Gras?

On-Premise Cocktail Flavor Mentions as a Proportion of Total Mardi Gras Mentions

POWERED BY GROUND SIGNAL.AI

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

Top Over-Indexing On-Premise Flavor Mentions

Flavor	Volume	Index vs. Total On-Premise*
STRAWBERRY		↑ 193%
COCONUT		↑ 303%
APPLE		↑ 212%
BANANA		↑ 575%
BLUEBERRY		↑ 279%
MANGO		↑ 90%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↗ 94%
STRAWBERRY	↗ 118%
COCONUT	↗ 143%
APPLE	↗ 288%
BLUEBERRY	↗ 29%
MANGO	↗ 94%

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





What are the top and trending occasions associated with Mardi Gras?

On-Premise Occasion Mentions as a Proportion of Total Mardi Gras Mentions

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Top Over-Indexing On-Premises Occasion Mentions

For example: Consumers are 47% more likely to mention Valentines Day when posting about Mardi Gras than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
PARTY		↑54%
VALENTINES DAY		↑47%
SUPER BOWL		↑52%
BLOCK PARTY		↑165%
DRAG BRUNCH		↑18%

*Index compared to share of occasion mentions nationally

Top Growing On-Premises Occasion Mentions

For example: Friends share of Mardi Gras occasion mentions increased by 15% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
PARTY	↑28%
FRIENDS	↑15%
HAPPY HOUR	↑21%
VALENTINES DAY	↑486%
LATE NIGHT	↑60%

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

What are the top and trending environments associated with Mardi Gras?

On-Premise Environment Mentions as a Proportion of Total Mardi Gras Mentions

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Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 37% more likely to mention Dancing when posting about Mardi Gras than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
LIVE MUSIC		↑28%
DANCING		↑37%
JAZZ		↑325%
GAMBLING		↑56%
LGBT		↑15%
KARAOKE		↑19%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Karaoke share of Mardi Gras environment mentions increased by 29% nationally over the past three years.

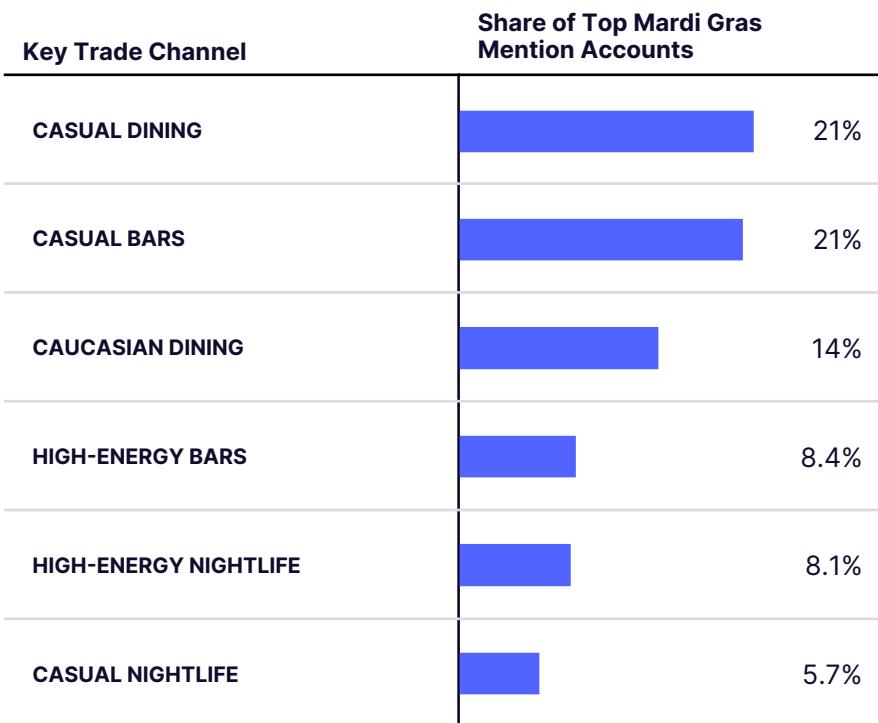
Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↑18%
GAMBLING	↑73%
KARAOKE	↑29%
TAPROOM	+13%
PRIVATE EVENTS	↑49%
EDM	↑60%

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

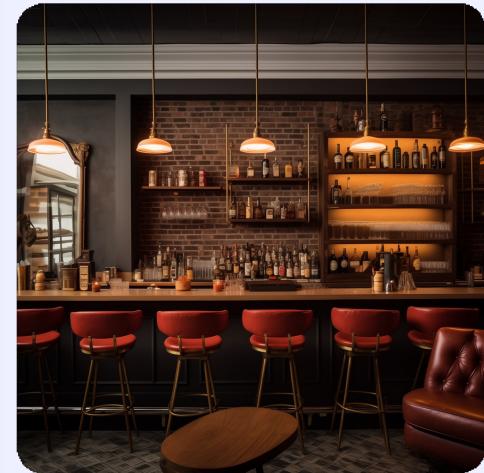




Which Key Trade Channels (KTCs) are most likely to feature top Mardi Gras mention accounts?



21% of top Mardi Gras mention accounts are in the Casual Bars KTC.

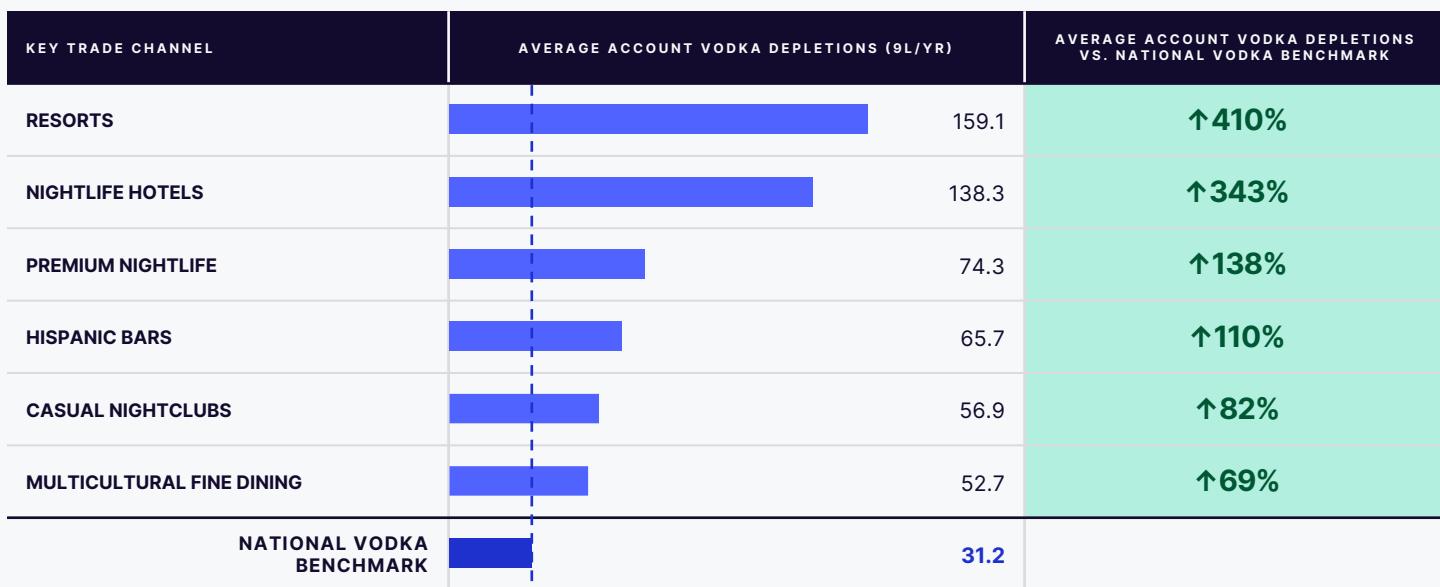


Which KTCs have driven Vodka depletions over the past three years in top Mardi Gras mention accounts nationally?

Top Opportunity Key Trade Channels for Vodka 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 Mardi Gras mention accounts?

Top Cocktails on Menu in Top Mardi Gras Mention Accounts



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Cocktail	Cocktail Share*
🍸 MARGARITA	8.7%
🍸 MARTINI	4.0%
🥂 MIMOSA	3.9%
🥃 OLD FASHIONED	3.6%
🫢 BLOODY MARY	3.5%
☕ MULE	2.4%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Mardi Gras Mention Accounts



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Flavor/Ingredient	Cocktail Share*
🍋 LIME	21%
🍋 LEMON	15%
🍊 ORANGE	14%
🍍 PINEAPPLE	9.1%
GINGER	6.1%
☕ COFFEE	5.6%

*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of sales velocity over the past three years in top Mardi Gras mention accounts?

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

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█ 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%	6	↑128%	↑67%
WHISKEY	22%	2.7	+3%	↗44%
VODKA	19%	5.6	↑111%	↑56%
RUM	11%	5.4	↑103%	↗33%
LIQUEURS	9.6%	2.6	-2%	↗36%
GIN	3.9%	2.7	+2%	↗40%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

