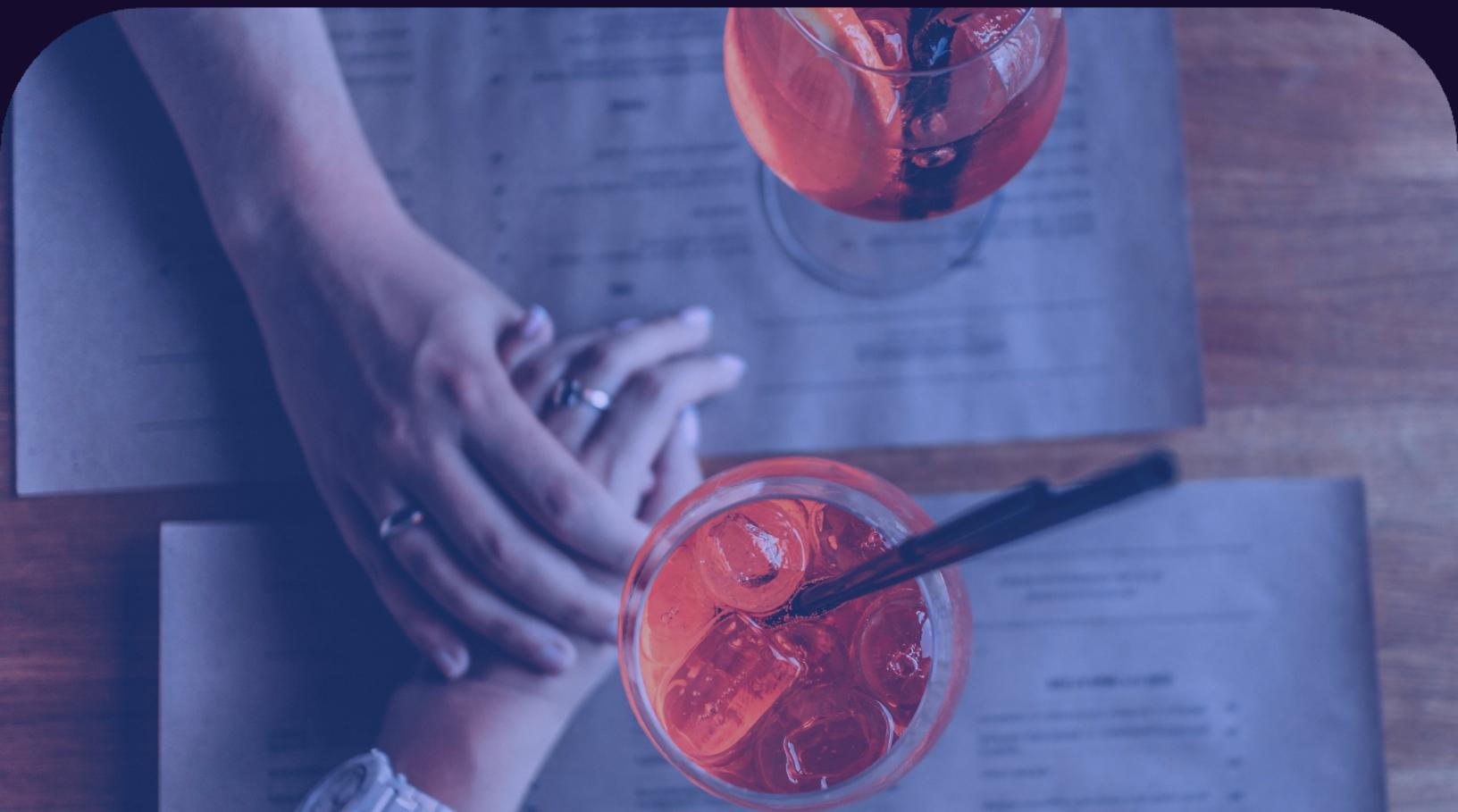


# VALENTINE'S DAY INSIGHTS

NATIONAL





# VALENTINE'S DAY

## NATIONAL OCCASION INSIGHTS

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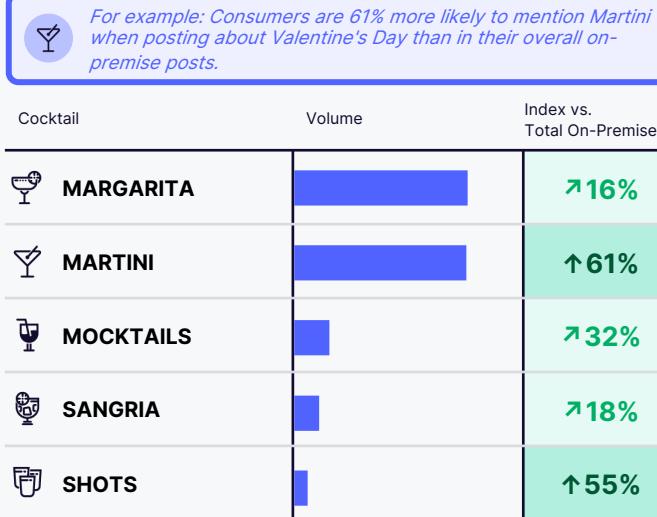
What are the top and trending cocktails associated with Valentine's Day?

### On-Premise Cocktail Mentions as a Proportion of Total Valentine's Day Mentions

POWERED BY GROUNDSIGNAL.AI

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

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



\*Index compared to share of cocktail mentions nationally

#### Top Growing On-Premise Cocktail Mentions

For example: Espresso Martini share of Valentine's Day cocktail mentions increased by 81% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	↑ 16%
ESPRESSO MARTINI	↑ 81%
MOCKTAILS	↑ 223%
TIKI	↑ 21%
SHOTS	↑ 15%

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

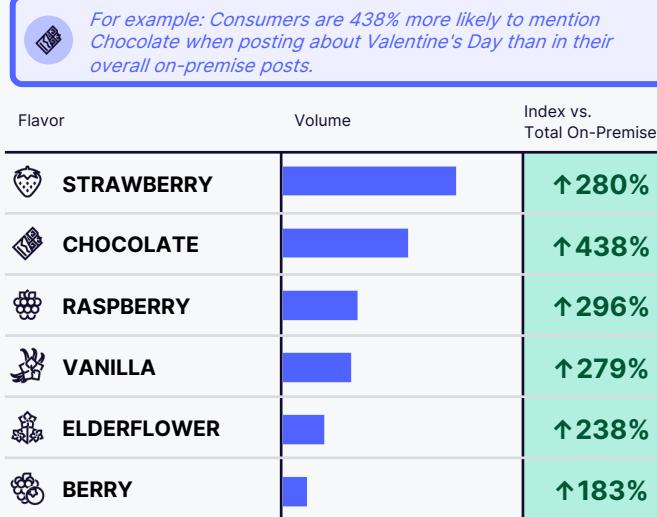
What are the top and trending cocktail flavors associated with Valentine's Day?

### On-Premise Cocktail Flavor Mentions as a Proportion of Total Valentine's Day Mentions

POWERED BY GROUNDSIGNAL.AI

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

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



\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Elderflower share of Valentine's Day cocktail flavor mentions increased by 52% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑ 62%
VANILLA	↑ 129%
ELDERFLOWER	↑ 52%
SPICY	↑ 65%
BERRY	↑ 76%
PEACH	↑ 68%

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



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## What are the top and trending occasions associated with Valentine's Day?

### On-Premise Occasion Mentions as a Proportion of Total Valentine's Day Mentions

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



For example: Consumers are 42% more likely to mention Mardi Gras when posting about Valentine's Day than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
DATE NIGHT		↑141%
MARDI GRAS		↗42%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Occasion Mentions



For example: Party share of Valentine's Day occasion mentions increased by 45% nationally over the past three years.

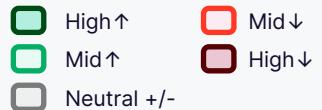
Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
FRIENDS	↗22%
PARTY	↗45%
LATE NIGHT	↗20%
HAPPY HOUR	↑54%
GIRLS' NIGHT	↑82%

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

## What are the top and trending environments associated with Valentine's Day?

### On-Premise Environment Mentions as a Proportion of Total Valentine's Day Mentions

POWERED BY GROUND SIGNAL.AI



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



For example: Consumers are 387% more likely to mention Fine Dining when posting about Valentine's Day than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
LGBT		↑63%
FINE DINING		↑387%
KARAOKE		↑54%
JAZZ		↗28%
WATERFRONT		↑124%
NIGHTCLUB		↑84%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Environment Mentions



For example: Jazz share of Valentine's Day environment mentions increased by 16% nationally over the past three years.

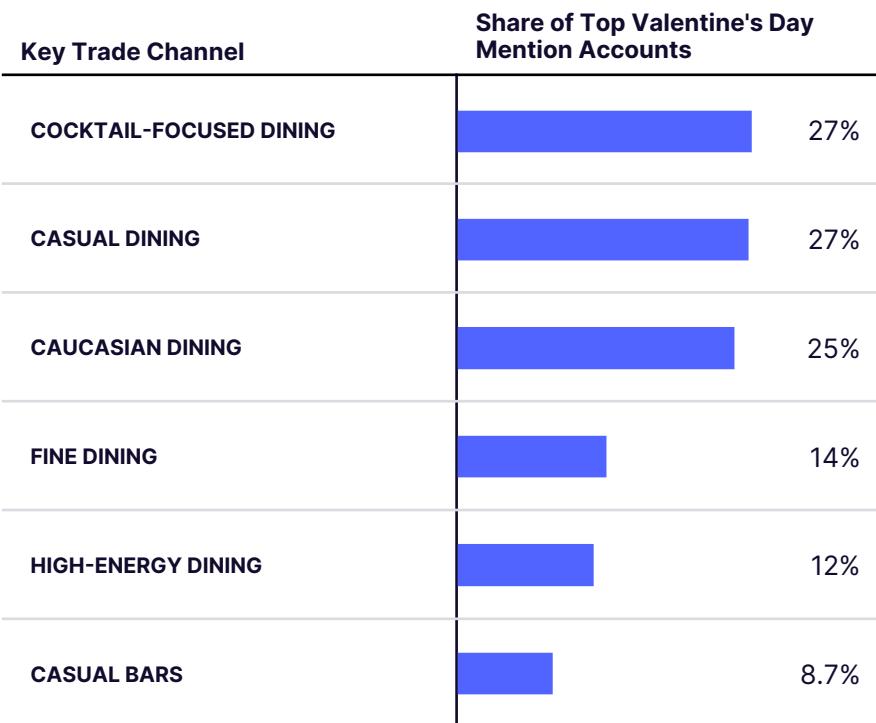
Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↗37%
KARAOKE	↑148%
JAZZ	↗16%
NIGHTCLUB	↑56%
EDM	↗19%
HOOKAH	↑72%

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





Which Key Trade Channels (KTCs) are most likely to feature top Valentine's Day mention accounts?



27% of top Valentine's Day mention accounts are in the Casual Dining KTC.

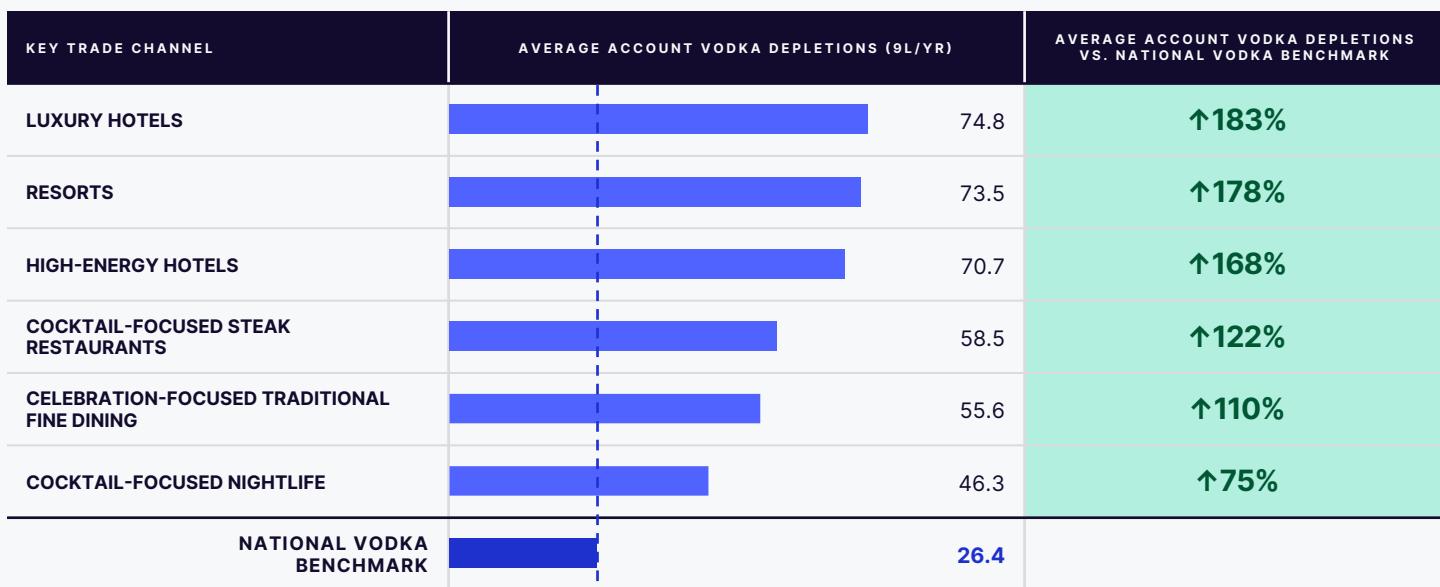


Which KTCs have driven Vodka depletions over the past three years in top Valentine's Day mention accounts nationally?

**Top Opportunity Key Trade Channels for Vodka Depletions (9L/Yr)**

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

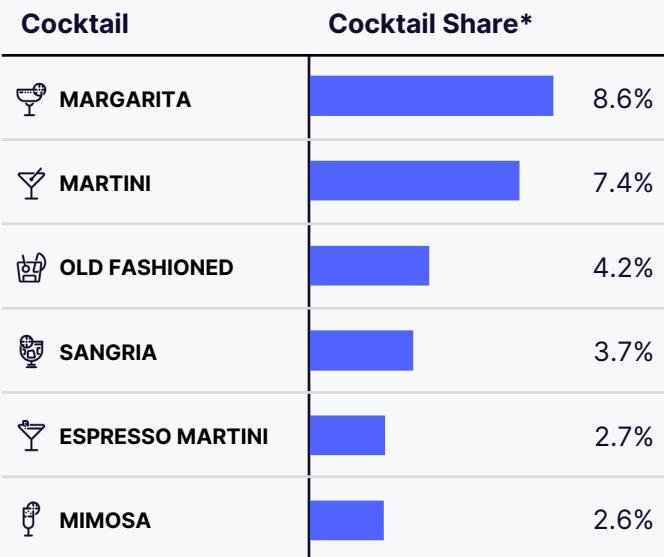




Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top Valentine's Day mention accounts?

**Top Cocktails on Menu in Top Valentine's Day Mention Accounts**

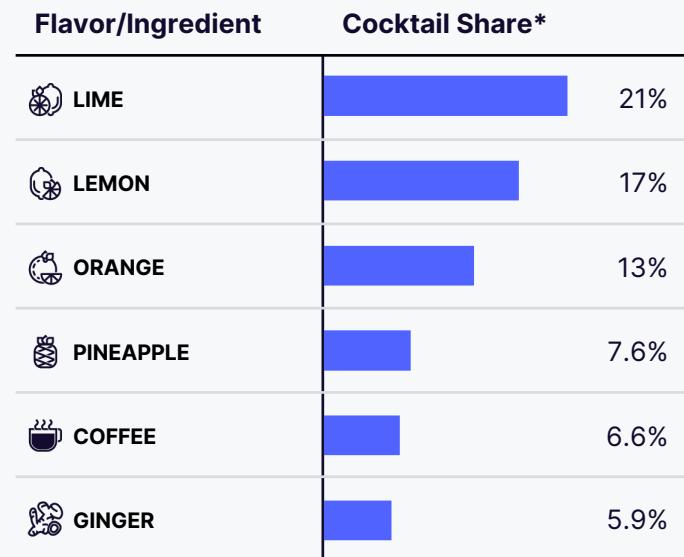
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\*Cocktail Share as a percentage of total cocktails

**Top Cocktail Flavors on Menu in Top Valentine's Day Mention Accounts**

POWERED BY GROUND SIGNAL.AI



\*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 Valentine's Day mention accounts?

**Spirits Category Sales Performance (9L/Yr) in Top Valentine's Day Mention Accounts**

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

