

VALENTINE'S DAY INSIGHTS

NATIONAL





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 [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 61% more likely to mention Martini when posting about Valentine's Day than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		↑16%
MARTINI		↑61%
MOCKTAILS		↑32%
SANGRIA		↑18%
SHOTS		↑55%

*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 [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 438% more likely to mention Chocolate when posting about Valentine's Day than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
STRAWBERRY		↑280%
CHOCOLATE		↑438%
RASPBERRY		↑296%
VANILLA		↑279%
ELDERFLOWER		↑238%
BERRY		↑183%

*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





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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

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	<div></div>	↑141%
MARDI GRAS	<div></div>	↑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](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

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	<div></div>	↑63%
FINE DINING	<div></div>	↑387%
KARAOKE	<div></div>	↑54%
JAZZ	<div></div>	↑28%
WATERFRONT	<div></div>	↑124%
NIGHTCLUB	<div></div>	↑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.

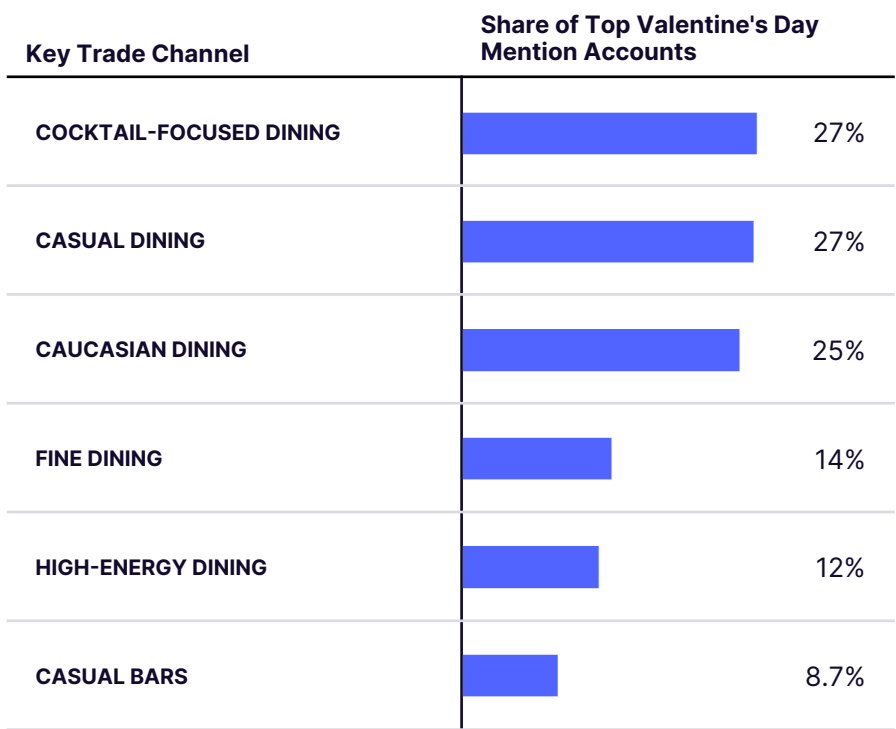
Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↑37%
KARAOKE	↑148%
JAZZ	↑16%
NIGHTCLUB	↑56%
EDM	↑19%
HOOKAH	↑72%

**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?



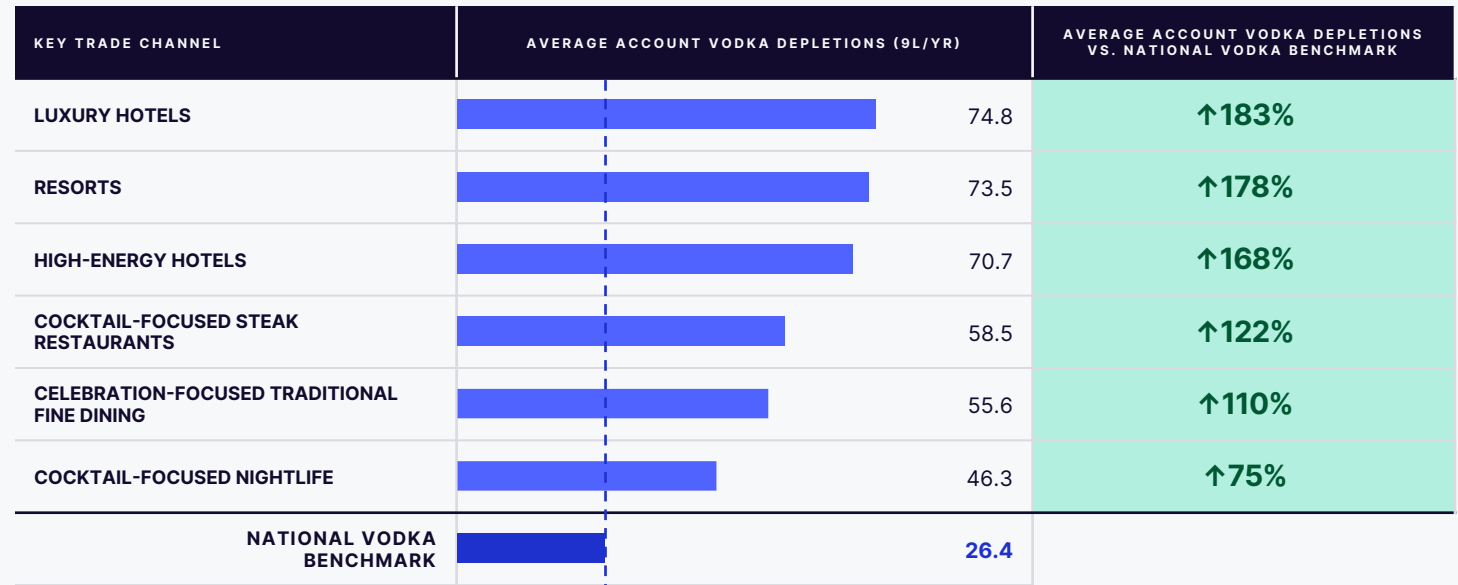
27% of top Valentine's Day mention accounts are in the Casual Dining KTC.



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)

POWERED BY [GROUND SIGNAL.AI](#)





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



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MARGARITA	8.6%
MARTINI	7.4%
OLD FASHIONED	4.2%
SANGRIA	3.7%
ESPRESSO MARTINI	2.7%
MIMOSA	2.6%

*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](#)

Flavor/Ingredient	Cocktail Share*
LIME	21%
LEMON	17%
ORANGE	13%
PINEAPPLE	7.6%
COFFEE	6.6%
GINGER	5.9%

*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

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	27%	4	↑52%	+12%
WHISKEY	21%	1.9	↓27%	+2%
VODKA	21%	5.6	↑113%	↑57%
LIQUEURS	11%	2.2	↓16%	↑17%
RUM	8.6%	3.7	↑38%	-10%
GIN	5.3%	2.4	-8%	↑26%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

