

ST. PATRICK'S DAY INSIGHTS

NATIONAL





What are the top and trending cocktails associated with St. Patrick's Day?

On-Premise Cocktail Mentions as a Proportion of Total St. Patrick's Day Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 58% more likely to mention Mimosa when posting about St. Patrick's Day than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA	<div style="width: 40%;"></div>	↑ 58%
IRISH COFFEE	<div style="width: 45%;"></div>	↑ 1939%
SHOTS	<div style="width: 25%;"></div>	↑ 473%
IRISH MULE	<div style="width: 20%;"></div>	↑ 5243%
WHISKEY SOUR	<div style="width: 5%;"></div>	↑ 85%

*Index compared to share of cocktail mentions in National

Top Growing On-Premise Cocktail Mentions

For example: Mimosa share of St. Patrick's Day cocktail mentions increased by 150% in National over the past three years.

Cocktail <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
MIMOSA	↑ 150%
MARTINI	↗ 43%
ESPRESSO MARTINI	↑ 212%
BLOODY MARY	↗ 45%
SPRITZ	↗ 16%

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

What are the top and trending cocktail flavors associated with St. Patrick's Day?

On-Premise Cocktail Flavor Mentions as a Proportion of Total St. Patrick's Day Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 47% more likely to mention Orange when posting about St. Patrick's Day than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ORANGE	<div style="width: 40%;"></div>	↗ 47%
VANILLA	<div style="width: 35%;"></div>	↑ 449%
APPLE	<div style="width: 30%;"></div>	↑ 323%
COFFEE	<div style="width: 20%;"></div>	↑ 128%
PICKLE	<div style="width: 25%;"></div>	↑ 537%
MINT	<div style="width: 20%;"></div>	↑ 518%

*Index compared to share of flavor mentions in National

Top Growing On-Premise Flavor Mentions

For example: Espresso share of St. Patrick's Day cocktail flavor mentions increased by 180% in National over the past three years.

Flavor <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
ESPRESSO	↑ 180%
VANILLA	↑ 437%
PEACH	↗ 34%
TROPICAL	↗ 34%
CAMEL	↑ 79%
SMOKY	↑ 79%

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





What are the top and trending occasions associated with St. Patrick's Day?

On-Premise Occasion Mentions as a Proportion of Total St. Patrick's Day Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 236% more likely to mention March Madness when posting about St. Patrick's Day than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
MARCH MADNESS	<div style="width: 100%;"></div>	↑ 236%
BASKETBALL	<div style="width: 80%;"></div>	↑ 63%
BLOCK PARTY	<div style="width: 60%;"></div>	↑ 293%
DAY DRINKING	<div style="width: 40%;"></div>	↑ 143%
WEEKEND PARTY	<div style="width: 20%;"></div>	↑ 116%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Occasion Mentions

For example: Party share of St. Patrick's Day occasion mentions increased by 32% in National over the past three years.

Occasion <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
PARTY	↗ 32%
FRIENDS	↗ 20%
BRUNCH	↑ 211%
FAMILY	↗ 15%
BIRTHDAY	↗ 17%

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

What are the top and trending environments associated with St. Patrick's Day?

On-Premise Environment Mentions as a Proportion of Total St. Patrick's Day Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 54% more likely to mention Live Music when posting about St. Patrick's Day than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
LIVE MUSIC	<div style="width: 100%;"></div>	↑ 54%
DANCING	<div style="width: 80%;"></div>	↗ 17%
PATIO	<div style="width: 60%;"></div>	↗ 19%
KARAOKE	<div style="width: 40%;"></div>	↑ 74%
TAPROOM	<div style="width: 20%;"></div>	↑ 148%
ROCK MUSIC	<div style="width: 10%;"></div>	↗ 38%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Environment Mentions

For example: Live Music share of St. Patrick's Day environment mentions increased by 14% in National over the past three years.

Environment <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
LIVE MUSIC	+14%
DANCING	↗ 27%
KARAOKE	↗ 31%
ROCK MUSIC	↗ 39%
BEACH	↗ 23%
EDM	↗ 29%

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





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

Key Trade Channel	Share of Top St. Patrick's Day Mention Accounts
CASUAL BARS	48%
HIGH-ENERGY BARS	15%
CASUAL DINING	14%
CAUCASIAN DINING	11%
HIGH-ENERGY NIGHTLIFE	4.5%
CASUAL NIGHTLIFE	3.4%



48% of top St. Patrick's Day mention accounts are in the Casual Bars KTC.



Which KTCs have driven overall spirits depletions in top St. Patrick's Day mention accounts in National?

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

POWERED BY [GROUND SIGNAL.AI](#)

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS (9L/YR)	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS VS. NATIONAL OVERALL SPIRITS BENCHMARK
HIGH-ENERGY HOTELS	1068.7	↑1095%
RESORTS	890.4	↑896%
MULTICULTURAL NIGHTCLUBS	485.0	↑443%
COCKTAIL-FOCUSED NIGHTLIFE	459.4	↑414%
COCKTAIL-FOCUSED MEXICAN RESTAURANTS	445.5	↑398%
MULTICULTURAL HIGH-ENERGY DINING	320.0	↑258%
NATIONAL OVERALL SPIRITS BENCHMARK	89.4	





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

Top Cocktails on Menu in Top St. Patrick's Day Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MARGARITA	8.8%
MARTINI	5.6%
OLD FASHIONED	3.7%
MULE	3.6%
SHOT	3.5%
MIMOSA	3.2%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top St. Patrick's Day Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Flavor/Ingredient	Cocktail Share*
LIME	24%
LEMON	14%
ORANGE	13%
PINEAPPLE	8.8%
GINGER	7.0%
COFFEE	6.5%

*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of sales velocity in top St. Patrick's Day mention accounts?

Spirits Category Sales Performance (9L/Yr) in Top St. Patrick'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	30%	5.4	↑95%	↗42%
WHISKEY	27%	2.5	-8%	↗19%
VODKA	19%	5	↑81%	↗34%
AMERICAN WHISKEY	17%	2.8	+1%	↗18%
RUM	9.4%	5	↑80%	↗32%
LIQUEURS	8.4%	2.2	↘21%	+10%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

