



ESPRESSO MARTINI INSIGHTS

NATIONAL





What spirit categories do people mention when they talk about Espresso Martinis? What is the breakdown of Espresso Martini by category on menu?

On-Premise Category Mentions as a Proportion of Total Espresso Martini Mentions

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Most Frequent On-Premise Category Mentions

For example: Consumers are 153% more likely to mention Vodka when posting about Espresso Martini than in their overall on-premise posts.

Spirits Category	Volume	Index vs. Total On-Premise*
VODKA		↑153%
TEQUILA		↓24%
LIQUEUR		↑229%
WHISKEY		↓36%
RUM		↓19%

*Index compared to share of cocktail mentions in National

Espresso Martini Menu Category Breakdown in Top Espresso Martini Accounts

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Spirit Category Breakdown Espresso Martini on Menu

For example: Vodka is used in 90% of Espresso Martinis on menu in National.

Spirits Category	% of Espresso Martinis
VODKA	90%
LIQUEURS	72%
TEQUILA	6.7%
WHISKEY	4.5%
RUM	2.9%

How do various price tiers perform in top Espresso Martini mention accounts?

Average Account Depletions (9L/Yr) by Price Tier in Top Espresso Martini Mention Accounts

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

PRICE TIER (ALL SPIRITS)	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)	AVERAGE ACCOUNT DEPLETIONS VS. NATIONAL SAME-TIER BENCHMARK
LUXURY	0.1%	0.51	↑109%
PRESTIGE	0.5%	1.5	↑149%
ULTRA PREMIUM	14%	29.5	↑198%
SUPER PREMIUM	26%	53.3	↑345%
PREMIUM	40%	81.7	↑227%
STANDARD	17%	35.9	↑131%
VALUE	1.3%	10.2	↑109%





What are the top and trending occasions associated with Espresso Martinis?

On-Premise Occasion Mentions as a Proportion of Total Espresso Martini Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 243% more likely to mention Brunch when posting about Espresso Martini than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
BRUNCH	<div style="width: 100%;"></div>	↑ 243%
DINNER	<div style="width: 100%;"></div>	↑ 48%
HAPPY HOUR	<div style="width: 100%;"></div>	↑ 399%
DATE NIGHT	<div style="width: 100%;"></div>	↑ 139%
LATE NIGHT	<div style="width: 100%;"></div>	↑ 99%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Occasion Mentions

For example: Happy Hour share of Espresso Martini occasion mentions increased by 36% in National over the past three years.

Occasion <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
HAPPY HOUR	↑ 36%
LATE NIGHT	+14%
PARTY	↑ 37%
GIRLS' NIGHT	↑ 26%
WEDDING	↑ 77%

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

What are the top and trending environments associated with Espresso Martinis?

On-Premise Environment Mentions as a Proportion of Total Espresso Martini Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 204% more likely to mention Patio when posting about Espresso Martini than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO	<div style="width: 100%;"></div>	↑ 204%
ROOFTOP	<div style="width: 100%;"></div>	↑ 230%
SPEAKEASY	<div style="width: 100%;"></div>	↑ 648%
FINE DINING	<div style="width: 100%;"></div>	↑ 303%
JAZZ	<div style="width: 100%;"></div>	+13%
WATERFRONT	<div style="width: 100%;"></div>	↑ 79%

*Index compared to share of occasion mentions in National

Top Growing On-Premise Environment Mentions

For example: Patio share of Espresso Martini environment mentions increased by 18% in National over the past three years.

Environment <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
PATIO	↑ 18%
LIVE MUSIC	↑ 78%
DANCING	↑ 44%
SPEAKEASY	↑ 34%
JAZZ	↑ 22%
KARAOKE	↑ 94%

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





What are the top and trending flavors associated with Espresso Martinis?

Cocktail Flavor Mentions as a Proportion of Total Espresso Martini Mentions

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Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 241% more likely to mention Espresso when posting about Espresso Martini than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
ESPRESSO		↑ 241%
COFFEE		↑ 30%
TOFFEE		↑ 16%

*Index compared to share of flavor mentions in National

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

Top Growing On-Premise Flavor Mentions

For example: Chocolate share of Espresso Martini flavor mentions increased by 23% in National over the past three years.

Flavor/Ingredient	3-Year Growth** (2022-2024)
CHOCOLATE	↗ 23%
ORANGE	↑ 66%
VANILLA	↗ 32%
CARAMEL	↗ 41%
SPICY	+14%
APPLE	↑ 146%

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

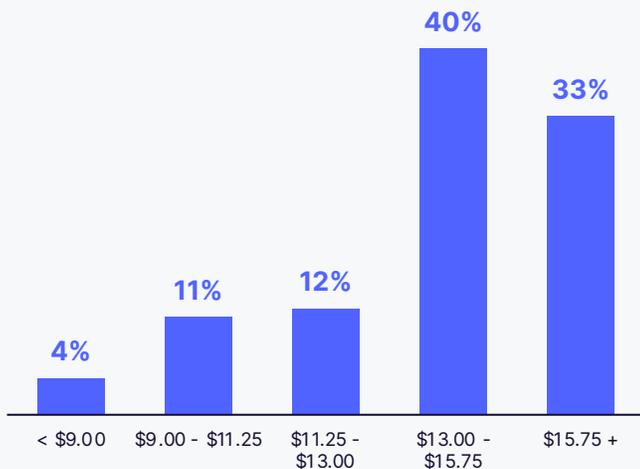
What does this cocktail typically cost? Which flavors/ingredients appear most often on menus?

Espresso Martini Price Distribution on Menu in National

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\$14.48
Average Price in National



Top Espresso Martini Flavors/Ingredients on Menu in National

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Flavor/Ingredient	Espresso Martini Share*
COFFEE	100%
VANILLA	27%
CHOCOLATE	12%
CREAM	11%
CARAMEL	2.1%
ORANGE	1.8%

*Percentage of Espresso Martinis featuring Flavor/Ingredient





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

Key Trade Channel	Share of Top Espresso Martini Mention Accounts
COCKTAIL-FOCUSED DINING	50%
CAUCASIAN DINING	28%
CASUAL DINING	23%
ITALIAN RESTAURANTS	20%
CASUAL BARS	15%
COCKTAIL BARS	12%



50% of top Espresso Martini mention accounts are in the Cocktail-Focused Dining KTC.



Which KTCs have driven overall spirits depletions in top Espresso Martini 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
RESORTS	559.4	↑526%
PREMIUM HOTELS	394.9	↑342%
COCKTAIL-FOCUSED NIGHTLIFE	394.1	↑341%
CASUAL NIGHTLIFE	343.6	↑284%
MULTICULTURAL HIGH-ENERGY DINING	315.7	↑253%
MULTICULTURAL BARS	310.3	↑247%
NATIONAL OVERALL SPIRITS BENCHMARK	89.4	

