

LIVE MUSIC INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Live Music?

On-Premise Cocktail Mentions as a Proportion of Total Live Music Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 10% more likely to mention Mimosa when posting about Live Music than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
TIKI	<div style="width: 80%;"></div>	↑173%
MIMOSA	<div style="width: 60%;"></div>	+10%
SHOTS	<div style="width: 30%;"></div>	↑279%
MINT JULEP	<div style="width: 10%;"></div>	↗17%
RUM PUNCH	<div style="width: 5%;"></div>	↑77%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Martini share of Live Music cocktail mentions increased by 16% nationally over the past three years.

Cocktail <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
MARGARITA	↗17%
MARTINI	↗16%
ESPRESSO MARTINI	↑190%
SPRITZ	↗30%
LEMON DROP	↑57%

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

What are the top and trending cocktail flavors associated with Live Music?

On-Premise Cocktail Flavor Mentions as a Proportion of Total Live Music Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 37% more likely to mention Coconut when posting about Live Music than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
TROPICAL	<div style="width: 80%;"></div>	↑258%
COCONUT	<div style="width: 60%;"></div>	↗37%
ELDERFLOWER	<div style="width: 50%;"></div>	↑90%
BLOOD ORANGE	<div style="width: 30%;"></div>	+10%
PICKLE	<div style="width: 20%;"></div>	↑81%
BERRY	<div style="width: 15%;"></div>	↑69%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Spicy share of Live Music cocktail flavor mentions increased by 12% nationally over the past three years.

Flavor <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
ESPRESSO	↑103%
TROPICAL	↑1704%
SPICY	+12%
COCONUT	↗36%
ELDERFLOWER	↑278%
BLOOD ORANGE	↑66%

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





What are the top and trending occasions associated with Live Music?

On-Premise Occasion Mentions as a Proportion of Total Live Music Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 120% more likely to mention Party when posting about Live Music than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
FRIENDS	<div style="width: 40%;"></div>	↑55%
PARTY	<div style="width: 30%;"></div>	↑120%
WEDDING	<div style="width: 10%;"></div>	↑18%
LATE NIGHT	<div style="width: 10%;"></div>	↑108%
HAPPY HOUR	<div style="width: 10%;"></div>	↑30%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Happy Hour share of Live Music occasion mentions increased by 29% nationally over the past three years.

Occasion <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
WEDDING	+12%
HAPPY HOUR	↑29%
BRUNCH	+11%
ST. PATRICK'S DAY	↑87%
TRIVIA	↑53%

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

What are the top and trending environments associated with Live Music?

On-Premise Environment Mentions as a Proportion of Total Live Music Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 1% more likely to mention Jazz when posting about Live Music than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
ROCK MUSIC	<div style="width: 40%;"></div>	↑131%
JAZZ	<div style="width: 30%;"></div>	+1%
COUNTRY MUSIC	<div style="width: 10%;"></div>	↑30%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Jazz share of Live Music environment mentions increased by 18% nationally over the past three years.

Environment <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
ROCK MUSIC	↑15%
DANCING	↑21%
JAZZ	↑18%
BEACH	↑23%
PATIO	+14%
KARAOKE	↑69%

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





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

Key Trade Channel	Share of Top Live Music Mention Accounts
CASUAL BARS	23%
CASUAL DINING	17%
CAUCASIAN DINING	12%
HIGH-ENERGY BARS	7.1%
HIGH-ENERGY NIGHTLIFE	5.4%
CAUCASIAN NIGHTLIFE	4.4%

 17% of top Live Music mention accounts are in the Casual Dining KTC.



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

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

POWERED BY [GROUND SIGNAL.AI](#)

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT VODKA DEPLETIONS (9L/YR)	AVERAGE ACCOUNT VODKA DEPLETIONS VS. NATIONAL VODKA BENCHMARK
NIGHTLIFE HOTELS	96.0	↑261%
COCKTAIL-FOCUSED HIGH-ENERGY HOTELS	94.7	↑256%
HIGH-ENERGY HOTELS	92.1	↑246%
LUXURY HOTELS	91.6	↑245%
COCKTAIL-FOCUSED STEAK RESTAURANTS	63.3	↑138%
ELEVATED + FINE DINING STEAK RESTAURANTS	58.6	↑120%
NATIONAL VODKA BENCHMARK	26.6	





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top Live Music mention accounts?

Top Cocktails on Menu in Top Live Music Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MARGARITA	9.2%
MARTINI	5.5%
OLD FASHIONED	3.7%
MIMOSA	3.0%
MULE	2.9%
BLOODY MARY	2.6%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Live Music Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Flavor/Ingredient	Cocktail Share*
LIME	23%
LEMON	15%
ORANGE	13%
PINEAPPLE	9.0%
GINGER	6.6%
COFFEE	5.9%

*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of average account depletions over the past three years in top Live Music mention accounts?

Spirits Category Sales Performance (9L/Yr) in Top Live Music 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	29%	4.8	↑80%	↗32%
WHISKEY	23%	2.4	-9%	↗27%
VODKA	19%	4.7	↑78%	↗32%
RUM	13%	5.5	↑108%	↗36%
LIQUEURS	9.1%	2.2	↘17%	↗15%
GIN	4.3%	2.7	+1%	↗38%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

