



Pernod Ricard

Jägermeister



BACARDÍ

DIAGEO

SAZENKA

MENU INSIGHTS: SHOTS

GROUND SIGNAL



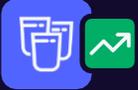


ALL ACCOUNTS NATIONALLY TOP SHOTS BRANDS

SHOTS MENU INSIGHTS
FEBRUARY 2026 vs. FEBRUARY 2025

INDEPENDENT ACCOUNTS ONLY				ALL ACCOUNTS (CHAIN + INDEPENDENT)					
RANK	SHOTS MENU SHARE		AVG PRICE	BRAND	SUPPLIER	RANK	SHOTS MENU SHARE		AVG PRICE
1	13%	▲ 0.6%	\$8.49 ▲ \$0.20	JAMESON	Pernod Ricard	3	13%	▼ 23%	\$8.47 ▲ \$0.32
2	10%	▲ 0.3%	\$6.48 ▼ \$0.06	FIREBALL	SAZERAC	5	12%	▼ 27%	\$6.37 ▲ \$0.09
3	8.0%	▲ 18%	\$11.21 ▼ \$0.49	PATRON	BACARDÍ	2	16%	▼ 1.8%	\$7.54 ▼ \$0.48
4	7.0%	▲ 14%	\$7.77 ▲ \$0.11	JAGERMEISTER	Jägermeister	1	18%	▲ 8.3%	\$6.57 ▲ \$0.05
5	6.1%	▲ 1.2%	\$15.13 ▲ \$0.32	DON JULIO	DIAGEO	6	5.9%	▲ 18%	\$15.43 ▲ \$0.61
6	5.0%	▼ 3.8%	\$8.49 ▲ \$0.05	BAILEYS	DIAGEO	7	4.5%	▼ 2.8%	\$8.32 ▼ \$0.06
7	4.9%	▲ 4.2%	\$8.65 ▲ \$0.31	JOSE CUERVO	PROXIMO	4	13%	▲ 4.7%	\$6.11 ▲ \$0.17
8	4.0%	▲ 25%	\$7.96 ▼ \$0.51	JACK DANIEL'S	BROWN-FORMAN	12	3.8%	▼ 36%	\$7.96 ▲ \$0.37
9	4.0%	▼ 12%	\$7.56 ▼ \$0.01	RUM CHATA	GALLO	8	4.4%	▼ 19%	\$7.73 ▲ \$0.33
10	4.0%	▲ 2.4%	\$9.65 ▲ \$0.30	1800	PROXIMO	13	3.3%	▼ 7.4%	\$9.60 ▲ \$0.37





ALL ACCOUNTS NATIONALLY
GROWING SHOTS BRANDS (MIN. 1% MENU SHARE)

SHOTS MENU INSIGHTS
FEBRUARY 2026 vs. FEBRUARY 2025

INDEPENDENT ACCOUNTS ONLY

CHANGE RANK	BRAND	SUPPLIER	SHOTS MENU SHARE	AVG PRICE
1	JACK DANIEL'S	 BROWN-FORMAN	4.0% ▲ 25%	\$7.96 ▼ \$0.51
2	LICOR 43	 Zamora company	1.1% ▲ 21%	\$7.85 ▼ \$0.05
3	PATRON	 BACARDÍ	8.0% ▲ 18%	\$11.21 ▼ \$0.49
4	JAGERMEISTER	 Jägermeister	7.0% ▲ 14%	\$7.77 ▲ \$0.11
5	CLASE AZUL	 CLASE AZUL MEXICO	1.4% ▲ 14%	\$33.80 ▲ \$5.00
6	TRES GENERACIONES	 SUNTORY	1.2% ▲ 12%	\$9.82 ▼ \$0.69
7	HENNESSY	 LVMH	1.5% ▲ 12%	\$11.78 ▲ \$0.37
8	MIDORI	 SUNTORY	1.1% ▲ 8.0%	\$8.86 ▲ \$0.20
9	DE KUYPER	 SUNTORY	3.6% ▲ 7.2%	\$6.78 ▲ \$1.74
10	GREY GOOSE	 BACARDÍ	1.4% ▲ 7.1%	\$10.27 ▲ \$0.45

ALL ACCOUNTS (CHAIN + INDEPENDENT)

CHANGE RANK	BRAND	SUPPLIER	SHOTS MENU SHARE	AVG PRICE
1	CIROC	 DIAGEO	0.9% ▲ 55%	\$8.34 ▼ \$0.66
2	LICOR 43	 Zamora company	1.0% ▲ 47%	\$7.74 ▼ \$0.19
3	GRAND MARNIER	 CAMPARI	1.8% ▲ 31%	\$10.15 ▲ \$0.91
4	HENNESSY	 LVMH	1.5% ▲ 19%	\$10.89 ▼ \$0.51
5	DON JULIO	 DIAGEO	5.9% ▲ 18%	\$15.43 ▲ \$0.61
6	CASAMIGOS	 DIAGEO	2.7% ▲ 17%	\$12.27 ▼ \$0.32
7	TULLAMORE DEW	 WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1840	1.1% ▲ 15%	\$7.70 ▲ \$0.28
8	DEEP EDDY	 HEAVEN HILL BRANDS	2.8% ▲ 13%	\$7.55 ▲ \$0.53
9	TRES GENERACIONES	 Jägermeister	1.2% ▲ 10%	\$9.82 ▼ \$0.73
10	JAGERMEISTER	 SUNTORY	18% ▲ 8.3%	\$6.57 ▲ \$0.05





ALL ACCOUNTS NATIONALLY TOP SHOTS FLAVORS

SHOTS MENU INSIGHTS
FEBRUARY 2026 vs. FEBRUARY 2025

INDEPENDENT ACCOUNTS ONLY				ALL ACCOUNTS (CHAIN + INDEPENDENT)						
RANK	SHOTS MENU SHARE		AVG PRICE		FLAVOR	RANK	SHOTS MENU SHARE		AVG PRICE	
1	7.6%	▲ 21%	\$8.10	▲ \$0.33	PEACH	1	14%	▲ 16%	\$8.15	▲ \$0.60
2	7.5%	▲ 3.4%	\$8.51	▲ \$0.32	LEMON	2	12%	▼ 5.8%	\$8.50	▲ \$0.49
3	5.5%	▲ 20%	\$9.47	▲ \$0.75	LIME	5	8.6%	▲ 8.8%	\$9.57	▲ \$1.00
4	5.1%	▲ 3.7%	\$8.54	▲ \$0.65	PINEAPPLE	6	7.8%	▲ 10%	\$8.58	▲ \$0.83
5	5.0%	▼ 27%	\$8.33	▲ \$0.56	TEA	4	9.5%	▼ 32%	\$8.26	▲ \$0.78
6	5.0%	▼ 3.8%	\$7.77	▲ \$0.16	SOUR	3	9.7%	▲ 4.6%	\$7.78	▲ \$0.33
7	5.0%	▲ 8.0%	\$9.20	▲ \$0.56	ORANGE	7	7.6%	▲ 12%	\$9.11	▲ \$0.55
8	3.6%	▲ 6.1%	\$8.34	▲ \$0.20	WATERMELON	8	6.0%	▼ 14%	\$8.72	▲ \$0.93
9	3.5%	▲ 20%	\$9.74	▲ \$0.90	COFFEE	11	5.0%	▲ 8.9%	\$9.48	▲ \$0.61
10	3.4%	▲ 1.6%	\$8.24	▲ \$0.07	CRANBERRY	9	5.6%	▼ 12%	\$8.34	▲ \$0.42





ALL ACCOUNTS NATIONALLY
GROWING SHOTS FLAVORS (MIN. 1% MENU SHARE)

SHOTS MENU INSIGHTS
FEBRUARY 2026 vs. FEBRUARY 2025

INDEPENDENT ACCOUNTS ONLY			
CHANGE RANK	FLAVOR	SHOTS MENU SHARE	AVG PRICE
1	LEMONADE	1.6% ▲ 35%	\$8.16 ▲ \$1.02
2	PEACH	7.6% ▲ 21%	\$8.10 ▲ \$0.33
3	COFFEE	3.5% ▲ 20%	\$9.74 ▲ \$0.90
4	LIME	5.5% ▲ 20%	\$9.47 ▲ \$0.75
5	COCONUT	2.4% ▲ 15%	\$8.75 ▲ \$0.57
6	ORANGE	5.0% ▲ 8.0%	\$9.20 ▲ \$0.56
7	WATERMELON	3.6% ▲ 6.1%	\$8.34 ▲ \$0.20
8	STRAWBERRY	1.9% ▲ 6.0%	\$8.75 ▲ \$0.48
9	GINGER	1.0% ▲ 4.9%	\$10.50 ▲ \$1.46
10	BACON	2.1% ▲ 4.2%	\$9.23 ▲ \$0.13

ALL ACCOUNTS (CHAIN + INDEPENDENT)			
CHANGE RANK	FLAVOR	SHOTS MENU SHARE	AVG PRICE
1	TROPICAL	1.0% ▲ 68%	\$10.53 ▲ \$1.65
2	STRAWBERRY	3.4% ▲ 41%	\$8.65 ▲ \$0.38
3	GRAPEFRUIT	1.0% ▲ 30%	\$9.86 ▲ \$1.32
4	COCONUT	5.0% ▲ 21%	\$8.77 ▲ \$1.22
5	MELON	2.7% ▲ 20%	\$7.54 ▲ \$0.29
6	PEACH	14% ▲ 16%	\$8.15 ▲ \$0.60
7	BERRY	1.0% ▲ 13%	\$8.13 ▲ \$0.19
8	ORANGE	7.6% ▲ 12%	\$9.11 ▲ \$0.55
9	CITRUS	2.8% ▲ 10%	\$8.92 ▲ \$1.85
10	PINEAPPLE	7.8% ▲ 10%	\$8.58 ▲ \$0.83





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