

BOTTLE SERVICE INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Bottle Service?

On-Premise Cocktail Mentions as a Proportion of Total Bottle Service Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 1,489% more likely to mention Shots when posting about Bottle Service than in their overall on-premise posts.

| Cocktail | Volume | Index vs. Total On-Premise* |
|------------|---------------------------------|-----------------------------|
| MIMOSA | <div style="width: 40%;"></div> | ↑ 156% |
| SHOTS | <div style="width: 45%;"></div> | ↑ 1489% |
| SANGRIA | <div style="width: 15%;"></div> | ↑ 92% |
| LEMON DROP | <div style="width: 10%;"></div> | ↑ 285% |
| BELLINI | <div style="width: 5%;"></div> | ↑ 397% |

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Sangria share of Bottle Service cocktail mentions increased by 64% nationally over the past three years.

| Cocktail <small>Ranked by Consumer Mention</small> | 3-Year Growth** <small>(2022-2024)</small> |
|---|---|
| MARTINI | ↑ 82% |
| SANGRIA | ↑ 64% |
| LEMON DROP | ↑ 791% |
| BELLINI | ↑ 72% |
| TIKI | ↑ 53% |

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

What are the top and trending cocktail flavors associated with Bottle Service?

On-Premise Cocktail Flavor Mentions as a Proportion of Total Bottle Service Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 321% more likely to mention Coconut when posting about Bottle Service than in their overall on-premise posts.

| Flavor | Volume | Index vs. Total On-Premise* |
|-------------|---------------------------------|-----------------------------|
| LYCHEE | <div style="width: 40%;"></div> | ↑ 385% |
| COCONUT | <div style="width: 35%;"></div> | ↑ 321% |
| COFFEE | <div style="width: 30%;"></div> | ↑ 231% |
| STRAWBERRY | <div style="width: 25%;"></div> | ↑ 71% |
| DRAGONFRUIT | <div style="width: 15%;"></div> | ↑ 1912% |
| HIBISCUS | <div style="width: 10%;"></div> | ↑ 254% |

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Lychee share of Bottle Service cocktail flavor mentions increased by 142% nationally over the past three years.

| Flavor <small>Ranked by Consumer Mentions</small> | 3-Year Growth** <small>(2022-2024)</small> |
|--|---|
| ESPRESSO | ↑ 88% |
| LYCHEE | ↑ 142% |

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





What are the top and trending occasions associated with Bottle Service?

On-Premise Occasion Mentions as a Proportion of Total Bottle Service Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 570% more likely to mention Late Night when posting about Bottle Service than in their overall on-premise posts.

| Occasion | Volume | Index vs. Total On-Premise* |
|--------------|---------------------------------|-----------------------------|
| PARTY | <div style="width: 40%;"></div> | ↑ 331% |
| LATE NIGHT | <div style="width: 30%;"></div> | ↑ 570% |
| BIRTHDAY | <div style="width: 25%;"></div> | ↗ 44% |
| HAPPY HOUR | <div style="width: 10%;"></div> | ↑ 102% |
| GIRLS' NIGHT | <div style="width: 5%;"></div> | ↑ 407% |

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Brunch share of Bottle Service occasion mentions increased by 22% nationally over the past three years.

| Occasion <small>Ranked by Consumer Mention</small> | 3-Year Growth** <small>(2022-2024)</small> |
|---|---|
| HAPPY HOUR | ↗ 18% |
| BRUNCH | ↗ 22% |
| DINNER | ↗ 39% |
| FAMILY | +12% |
| ANNIVERSARY | ↗ 32% |

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

What are the top and trending environments associated with Bottle Service?

On-Premise Environment Mentions as a Proportion of Total Bottle Service Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 26% more likely to mention Dancing when posting about Bottle Service than in their overall on-premise posts.

| Environment | Volume | Index vs. Total On-Premise* |
|-------------|---------------------------------|-----------------------------|
| NIGHTCLUB | <div style="width: 45%;"></div> | ↑ 1329% |
| DANCING | <div style="width: 35%;"></div> | ↗ 26% |
| HOOKAH | <div style="width: 30%;"></div> | ↑ 1838% |
| HIP HOP | <div style="width: 20%;"></div> | ↑ 382% |
| EDM | <div style="width: 15%;"></div> | ↑ 130% |
| ROOFTOP | <div style="width: 10%;"></div> | ↑ 128% |

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Rooftop share of Bottle Service environment mentions increased by 39% nationally over the past three years.

| Environment <small>Ranked by Consumer Mentions</small> | 3-Year Growth** <small>(2022-2024)</small> |
|---|---|
| DANCING | ↗ 17% |
| LIVE MUSIC | +11% |
| ROOFTOP | ↗ 39% |
| KARAOKE | ↑ 102% |
| GAMBLING | ↗ 40% |
| JAZZ | ↗ 21% |


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






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

| Key Trade Channel | Share of Top Bottle Service Mention Accounts | |
|-------------------------|--|-----|
| MULTICULTURAL NIGHTLIFE | | 36% |
| HIGH-ENERGY NIGHTLIFE | | 35% |
| HIGH-ENERGY BARS | | 13% |
| MULTICULTURAL DINING | | 13% |
| COCKTAIL-FOCUSED DINING | | 12% |
| CASUAL NIGHTLIFE | | 12% |



36% of top Bottle Service mention accounts are in the Multicultural Nightlife KTC.



Which KTCs have driven Vodka depletions over the past three years in top Bottle Service 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 |
|-------------------------------------|--|---|
| COCKTAIL-FOCUSED HIGH-ENERGY HOTELS | 168.2 | ↑216% |
| NIGHTLIFE HOTELS | 112.6 | ↑112% |
| CAUCASIAN COCKTAIL-FOCUSED DINING | 108.3 | ↑103% |
| HIGH-ENERGY FINE DINING | 99.5 | ↑87% |
| MULTICULTURAL FINE DINING | 97.9 | ↑84% |
| COCKTAIL-FOCUSED ASIAN RESTAURANTS | 97.8 | ↑84% |
| NATIONAL VODKA BENCHMARK | 53.2 | |





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

Top Cocktails on Menu in Top Bottle Service Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

| Cocktail | Cocktail Share* |
|---------------|-----------------|
| MARGARITA | 9.7% |
| MARTINI | 4.9% |
| MIMOSA | 3.1% |
| MOJITO | 3.0% |
| OLD FASHIONED | 3.0% |
| SANGRIA | 2.4% |

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Bottle Service Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

| Flavor/Ingredient | Cocktail Share* |
|-------------------|-----------------|
| LIME | 26% |
| LEMON | 16% |
| ORANGE | 12% |
| PINEAPPLE | 11% |
| GINGER | 6.1% |
| PEACH | 5.8% |

*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 Bottle Service mention accounts?

Spirits Category Sales Performance (9L/Yr) in Top Bottle Service 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 | 53% | 13.6 | ↑415% | ↑278% |
| VODKA | 16% | 8.2 | ↑208% | ↑128% |
| WHISKEY | 12% | 3.7 | ↗39% | ↑94% |
| LIQUEURS | 6.4% | 3.9 | ↗47% | ↑103% |
| RUM | 6.3% | 6.9 | ↑160% | ↑70% |
| GIN | 2.5% | 4.1 | ↑54% | ↑111% |
| NATIONAL ALL SPIRITS BENCHMARK | | 2.7 | | |

