

# BASEBALL INSIGHTS

NATIONAL





## What are the top and trending cocktails associated with Baseball?

### On-Premise Cocktail Mentions as a Proportion of Total Baseball Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Cocktail Mentions

*For example: Consumers are 55% more likely to mention Margarita when posting about Baseball than in their overall on-premise posts.*

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA	<div style="width: 40%;"></div>	↑ 55%
MIMOSA	<div style="width: 30%;"></div>	↑ 84%
BLOODY MARY	<div style="width: 15%;"></div>	↑ 94%
SHOTS	<div style="width: 10%;"></div>	↑ 340%
SPRITZ	<div style="width: 10%;"></div>	↑ 54%

\*Index compared to share of cocktail mentions in National

#### Top Growing On-Premise Cocktail Mentions

*For example: Margarita share of Baseball cocktail mentions increased by 24% in National over the past three years.*

Cocktail <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
MARGARITA	↗ 24%
MIMOSA	↑ 92%
MARTINI	↗ 24%
BLOODY MARY	↑ 174%
SPRITZ	↑ 204%

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

## What are the top and trending cocktail flavors associated with Baseball?

### On-Premise Cocktail Flavor Mentions as a Proportion of Total Baseball Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Flavor Mentions

*For example: Consumers are 159% more likely to mention Espresso when posting about Baseball than in their overall on-premise posts.*

Flavor	Volume	Index vs. Total On-Premise*
ESPRESSO	<div style="width: 40%;"></div>	↑ 159%
PASSIONFRUIT	<div style="width: 30%;"></div>	↑ 5623%
MANGO	<div style="width: 30%;"></div>	↑ 1347%
LAVENDER	<div style="width: 10%;"></div>	↑ 856%
POMEGRANATE	<div style="width: 10%;"></div>	↑ 875%

\*Index compared to share of flavor mentions in National

#### Top Growing On-Premise Flavor Mentions

*For example: Mango share of Baseball cocktail flavor mentions increased by 200% in National over the past three years.*

Flavor <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
MANGO	↑ 200%
ORANGE	↑ 50%

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





### What are the top and trending occasions associated with Baseball?

#### On-Premise Occasion Mentions as a Proportion of Total Baseball Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 1,335% more likely to mention Sports when posting about Baseball than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
SPORTS	<div style="width: 100%; height: 10px; background-color: blue;"></div>	↑1335%
LA DODGERS	<div style="width: 5%; height: 10px; background-color: blue;"></div>	↑1542%
FOOTBALL	<div style="width: 5%; height: 10px; background-color: blue;"></div>	↑672%
BASKETBALL	<div style="width: 5%; height: 10px; background-color: blue;"></div>	↑513%
HOCKEY	<div style="width: 5%; height: 10px; background-color: blue;"></div>	↑1017%

\*Index compared to share of occasion mentions in National

#### Top Growing On-Premise Occasion Mentions



For example: Friends share of Baseball occasion mentions increased by 16% in National over the past three years.

Occasion <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
FRIENDS	↗16%
LA DODGERS	↗15%
PARTY	↗26%
HAPPY HOUR	↑81%
BASKETBALL	↗40%

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

### What are the top and trending environments associated with Baseball?

#### On-Premise Environment Mentions as a Proportion of Total Baseball Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 25% more likely to mention Golf when posting about Baseball than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
GOLF	<div style="width: 100%; height: 10px; background-color: blue;"></div>	↗25%
PATIO	<div style="width: 80%; height: 10px; background-color: blue;"></div>	↑117%
KARAOKE	<div style="width: 60%; height: 10px; background-color: blue;"></div>	↑78%
DOG-FRIENDLY	<div style="width: 40%; height: 10px; background-color: blue;"></div>	↑506%
TAPROOM	<div style="width: 30%; height: 10px; background-color: blue;"></div>	↑131%
ROOFTOP	<div style="width: 20%; height: 10px; background-color: blue;"></div>	↗31%

\*Index compared to share of occasion mentions in National

#### Top Growing On-Premise Environment Mentions



For example: Golf share of Baseball environment mentions increased by 10% in National over the past three years.

Environment <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
GOLF	+10%
LIVE MUSIC	+13%
DANCING	↗15%
PATIO	↗19%
KARAOKE	↑153%
DOG-FRIENDLY	↑148%

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





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

Key Trade Channel	Share of Top Baseball Mention Accounts
CASUAL BARS	34%
SPORTS-FOCUSED BARS	20%
CAUCASIAN SPORTS BARS	12%
CASUAL DINING	10%
HIGH-ENERGY BARS	10%
AMERICAN RESTAURANTS	6.2%



34% of top Baseball mention accounts are in the Casual Bars KTC.



### Which KTCs have driven overall spirits depletions in top Baseball 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
AFAM NIGHTLIFE	474.2	↑430%
MULTICULTURAL NIGHTLIFE	383.8	↑329%
COCKTAIL-FOCUSED MEXICAN RESTAURANTS	345.4	↑286%
CASUAL MEXICAN RESTAURANTS	281.7	↑215%
BRUNCH-FOCUSED BARS	203.6	↑128%
CAUCASIAN SPORTS BARS	186.9	↑109%
<b>NATIONAL OVERALL SPIRITS BENCHMARK</b>	<b>89.4</b>	





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

### Top Cocktails on Menu in Top Baseball Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MARGARITA	13%
OLD FASHIONED	4.4%
SHOT	3.4%
MARTINI	3.0%
LONG ISLAND ICED TEA	2.8%
MULE	2.8%

\*Cocktail Share as a percentage of total cocktails

### Top Cocktail Flavors on Menu in Top Baseball Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Flavor/Ingredient	Cocktail Share*
LIME	28%
ORANGE	13%
LEMON	12%
PINEAPPLE	9.7%
GINGER	6.3%
SPICY	6.1%

\*Cocktail Share as a percentage of total cocktails

## How are spirits categories performing in terms of sales velocity in top Baseball mention accounts?

### Spirits Category Sales Performance (9L/Yr) in Top Baseball 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	39%	9.2	↑233%	↑142%
WHISKEY	26%	3.9	↗42%	↑83%
AMERICAN WHISKEY	17%	4.2	↑53%	↑79%
VODKA	16%	7	↑155%	↑89%
LIQUEURS	7.5%	2.9	+6%	↗49%
RUM	7.1%	5.5	↑100%	↗47%
<b>NATIONAL ALL SPIRITS BENCHMARK</b>		2.8		

