

BACHELOR PARTY INSIGHTS

NATIONAL





Cocktail Mentions

Top Cocktails by Consumer Mention Share

For example: Consumers are 130% more likely to mention Mimosa when posting about Bachelor Party than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑130%
MARTINI		↓25%
MARGARITA		↓40%
ESPRESSO MARTINI		↗45%
BLOODY MARY		↑134%
MOCKTAILS		↗22%
TIKI		↗18%

*Index compared to share of occasion mentions nationally

Cocktails with Growing Consumer Mention Share

For example: Spicy Margarita share of Bachelor Party cocktail mentions increased by 144% nationally over the past three years.

Cocktail	Index vs. Total On-Premise*	3-Year Growth**
SPICY MARGARITA	↑196%	▲144%
BLOODY MARY	↑134%	▲119%
ESPRESSO MARTINI	↗45%	▲112%
DAIQUIRI	↑205%	▲112%
SPRITZ	↗25%	▲93%
ZOMBIE	↑419%	▲73%
MAI TAI	+2%	▲73%

**Change in share of mentions from Jan 2023 to Dec 2025

Occasion Mentions

Top Occasions by Consumer Mention Share

For example: Consumers are 619% more likely to mention Party when posting about Bachelor Party than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
PARTY		↑619%
FRIENDS		↓21%
BIRTHDAY		↗15%
WEDDING		↑102%
LATE NIGHT		↑174%
DINNER		↓56%
GIRLS NIGHT		↑442%

*Index compared to share of occasion mentions nationally

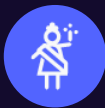
Occasions with Growing Consumer Mention Share

For example: Drag Brunch share of Bachelor Party occasion mentions increased by 33% nationally over the past three years.

Occasion	Index vs. Total On-Premise*	3-Year Growth**
DRAG BRUNCH	↑825%	▲33%
BIRTHDAY	↗15%	▲18%
LATE NIGHT	↑174%	▲14%
DAY DRINKING	↑118%	▲13%
GIRLS NIGHT	↑442%	▲13%
WEDDING	↑102%	▲11%
PARTY	↑619%	▲9.9%

**Change in share of mentions from Jan 2023 to Dec 2025





Cocktail Categories



For example: 84% of top Bachelor Party accounts nationally feature a Vodka cocktail; that category's menu share of Bachelor Party has declined 0% year-over-year. American Whiskey is the fastest-growing, with 5% growth since the prior year.

Category	Menu Share	Growth
VODKA	84%	—
TEQUILA	77%	+3%
WHISKEY	76%	+3%
RUM	68%	-1%
AMERICAN WHISKEY	66%	+5%
GIN	63%	+2%
MEZCAL	32%	+1%

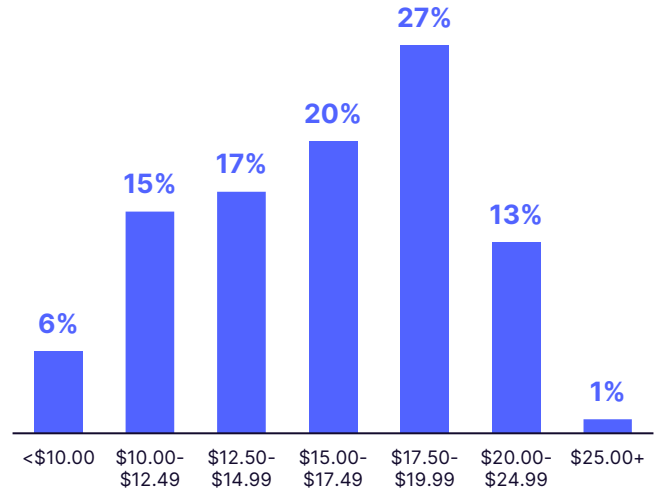
*Change in share of menu placements from Dec 2024 to Dec 2025

Cocktail Price Insights



\$14.61

Average cocktail price in top Bachelor Party accounts nationally



Cocktail Flavors

Top Cocktail Flavors



Lime is the most common flavor in top Bachelor Party accounts, appearing on 75% of menus in December 2025.

Flavor	Menu Share	YoY Growth*
LIME	75%	+1%
LEMON	70%	+2%
ORANGE	69%	—
PINEAPPLE	58%	+2%
COFFEE	56%	+8%
GINGER	54%	-2%
SPICY	45%	↗20%

*Change in share of menu placements from Dec 2024 to Dec 2025

Growing Cocktail Flavors

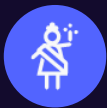


Yuzu is the fastest-growing flavor in top Bachelor Party accounts, with 32% growth since the prior year.

Flavor	Menu Share	YoY Growth*
YUZU	8.4%	↗32%
LYCHEE	12%	↗22%
SPICY	45%	↗20%
TROPICAL	20%	↗17%
PRICKLY PEAR	8.7%	+13%
VANILLA	36%	+10%
ELDERFLOWER	36%	+10%

*Change in share of menu placements from Dec 2024 to Dec 2025





Sales by Category in Top Bachelor Party Accounts

For example: In top Bachelor Party accounts, Tequila is the best-selling category, averaging 134.9 9L depletions per account in December 2025.

CATEGORY	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)	AVERAGE ACCOUNT DEPLETIONS VS. MARKET SAME-TIER BENCHMARK	3-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
TEQUILA	30%	134.9	↑ 312%	-10%
WHISKEY	22%	96.2	↑ 230%	-13%
VODKA	21%	94.5	↑ 306%	-5%
RUM	11%	51.6	↑ 300%	-8%
LIQUEUR	11%	49.7	↑ 242%	-4%
GIN	3.6%	17.7	↑ 244%	-5%
COGNAC	0.7%	6.2	↑ 101%	↓ 16%

Sales by Price Tier in Top Bachelor Party Accounts

For example: In top Bachelor Party accounts, Standard is the best-selling price tier overall, averaging 148.7 9L depletions per account in December 2025. That is 236% more Standard depletions than the average account nationally. Over the past three years, average Standard depletions in top Bachelor Party accounts have declined by 8%.

PRICE TIER (ALL SPIRITS)	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)	AVERAGE ACCOUNT DEPLETIONS VS. MARKET SAME-TIER BENCHMARK	3-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
LUXURY	0.1%	1.3	↑ 164%	+10%
PRESTIGE	0.7%	4.8	↑ 336%	-2%
ULTRA PREMIUM	16%	74.9	↑ 440%	↓ 18%
SUPER PREMIUM	14%	64.4	↑ 347%	-4%
PREMIUM	28%	124.2	↑ 269%	-10%
STANDARD	34%	148.7	↑ 236%	-8%
VALUE	7.6%	65.1	↑ 248%	-4%

