

FATHER'S DAY INSIGHTS

NATIONAL





Consumer Cocktail Mentions

Top Father's Day Cocktails

For example: Consumers are 3% less likely to mention Margarita when posting about Father's Day than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		-3%
MIMOSA		↑105%
BLOODY MARY		↑182%
OLD FASHIONED		↑363%
MARTINI		↓74%
MICHELADA		↑252%
TIKI		↓35%

*Index compared to share of occasion mentions nationally

Trending Father's Day Cocktails

For example: Transfusion share of Father's Day cocktail mentions increased by 88% nationally over the past two years.

Cocktail	Index vs. Total On-Premise*	2-Year Growth**
TRANSFUSION	↑90%	▲88%
ZOMBIE	+4%	▲33%
BELLINI	↑126%	▲33%
SHOTS	↑56%	▲11%
PISCO SOUR	↑104%	▲8.5%
CANTARITO	↑107%	▲8.5%
OLD FASHIONED	↑363%	▲1.1%

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

Consumer Environment Mentions

Top Father's Day Environments

For example: Consumers are 74% more likely to mention Golf when posting about Father's Day than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
GOLF		↑74%
LIVE MUSIC		↓39%
BEACH		-12%
PATIO		↑34%
DANCING		↓61%
WATERFRONT		↑112%
TAPROOM		↑87%

*Index compared to share of occasion mentions nationally

Trending Father's Day Environments

For example: Waterfront share of Father's Day environment mentions increased by 30% nationally over the past two years.

Environment	Index vs. Total On-Premise*	2-Year Growth**
WATERFRONT	↑112%	▲30%
KID FRIENDLY	↑142%	▲27%
SWIMMING POOL	↑28%	▲17%

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





Menu: Cocktail Flavors



For example: 66% of top Father's Day accounts nationally feature a Lime cocktail; that flavor's menu share of Father's Day has declined 5% year-over-year. Coffee is the fastest-growing, with 8% growth since the prior year.

Flavor	Menu Share	YoY Growth*
LIME	66%	-5%
ORANGE	63%	-3%
LEMON	60%	-3%
PINEAPPLE	53%	-1%
COFFEE	47%	+8%
GINGER	42%	-6%
STRAWBERRY	42%	-3%

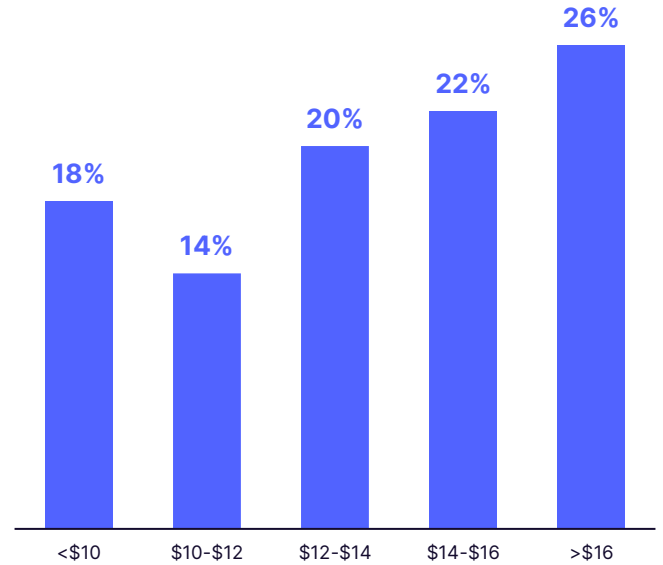
*Change in share of menu placements from Dec 2024 to Dec 2025

Cocktail Price Insights



\$13.26

Average cocktail price in top Father's Day accounts nationally



Menu: Cocktails

Top Cocktails by Menu Share



Margarita is the most common cocktail also found on menus serving Father's Day, appearing on 57% of Father's Day menus in December 2025.

Cocktail	Menu Share	Growth
MARGARITA	57%	+2%
OLD FASHIONED	43%	+10%
MARTINI	33%	-4%
ESPRESSO MARTINI	31%	↑19%
SANGRIA	29%	-13%
MIMOSA	26%	-2%
MULE	23%	-11%

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

Trending Cocktails



Lemon Drop Martini is the fastest-growing cocktail also found on menus serving Father's Day, with 317% growth since the prior year.

Cocktail	Menu Share	Growth
LEMON DROP MARTINI	16%	↑317%
VESPER MARTINI	1.1%	↑268%
HUGO SPRITZ	4.7%	↑217%
EMERALD	0.5%	↑190%
SIESTA	0.9%	↑138%
LIMONCELLO SPRITZ	1.8%	↑78%
MOCKTAILS	1.2%	↑76%

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





📊 Sales by Category in Top Father's Day Accounts

For example: In top Father's Day accounts, Tequila is the best-selling category, averaging 49.8 9L depletions per account in the R12 period ending December 2025. On average, top Father's Day accounts sell 52% more Tequila than the average account nationally.

CATEGORY	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)		AVERAGE ACCOUNT DEPLETIONS VS. MARKET	2-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
		TOP ACCOUNTS	ALL ACCOUNTS		
TEQUILA	30%	49.8	32.8	↑52%	-4%
WHISKEY	23%	38.3	29.3	↑31%	-6%
VODKA	19%	33.3	23.3	↑43%	-1%
LIQUEUR	13%	22.0	14.6	↑51%	—
RUM	10%	17.8	12.9	↑38%	-9%
GIN	3.7%	6.9	5.2	↑34%	-3%
COGNAC	0.9%	3.4	3.1	+9%	-11%

📊 Sales by Price Tier in Top Father's Day Accounts

For example: In top Father's Day accounts, Standard is the best-selling price tier overall, averaging 56.9 9L depletions per account in the R12 period ending December 2025. That is 28% more Standard depletions than the average account nationally. Over the past two years, average Standard depletions in top Father's Day accounts have declined by 4%.

PRICE TIER (ALL SPIRITS)	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)		AVERAGE ACCOUNT DEPLETIONS VS. MARKET	2-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
		TOP ACCOUNTS	ALL ACCOUNTS		
LUXURY	0.1%	0.66	0.49	↑34%	+5%
PRESTIGE	0.5%	1.6	1.1	↑44%	-3%
ULTRA PREMIUM	13%	23.8	13.9	↑71%	-7%
SUPER PREMIUM	16%	27.7	14.6	↑90%	+2%
PREMIUM	30%	49.7	33.8	↑47%	-5%
STANDARD	34%	56.9	44.3	↑28%	-4%
VALUE	6.6%	20.8	18.7	+11%	-4%

