

TEXAS MENU INSIGHTS REPORT



Q1 2026 YoY

GROUND SIGNAL

Ground Signal captures online menus at over 120,000 venues nationwide. Using sophisticated AI tools, we extract relevant information and provide it in an easy-to-analyze format.



Independent Accounts Overview

4.2K
Accounts w/
Menu

4.1K
Accounts w/
Cocktail Menu

68.6K
Total # of
Cocktails

\$11.88
Average
Cocktail Price

Breakdown by Spirits Category

3.3K
Menus w/
Tequila Cocktail

3.1K
Menus w/
Vodka Cocktail

2.9K
Menus w/
Liqueur Cocktail

2.5K
Menus w/
Whiskey Cocktail

2.4K
Menus w/
Rum Cocktail

Most Popular Classic Cocktails

COCKTAIL	MENU SHARE*
MARGARITA	63%
OLD FASHIONED	38%
MARTINI	31%
MIMOSA	28%
BLOODY MARY	27%
ESPRESSO MARTINI	26%
PALOMA	25%
SANGRIA	24%
MULE	22%
MOJITO	20%

*Percentage of cocktail menus that feature this cocktail





TEQUILA

MENU PERFORMANCE

INDEPENDENT TEXAS ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Tequila brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Tequila cocktail.



Tequila Cocktail Menu Share
 Q1 2026

For example: 1800 is the 9th-ranked Tequila brand on independent Texas cocktail menus, appearing on 7.3% of cocktail menus that have at least one Tequila cocktail.

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
1	PATRÓN	BACARDÍ	SOUTHERN GLASSWARE, WINE & SPIRITS	18%
2	DON JULIO	DIAGEO	SOUTHERN GLASSWARE, WINE & SPIRITS	12%
3 ▲4	ESPOLÓN	CAMPARI	SOUTHERN GLASSWARE, WINE & SPIRITS	9.2%
4	HORNITOS	SUNTORY	SOUTHERN GLASSWARE, WINE & SPIRITS	8.8%
5 ▼2	HERRADURA	BROWN-FORMAN	JOHNSON BROTHERS, (HAWAII) LTD.	8.6%
6 ▼1	JOSE CUERVO	PROXIMO	JOHNSON BROTHERS, (HAWAII) LTD.	8.0%
7 ▲4	LALO	<i>Tito's</i> Handmade VODKA	SOUTHERN GLASSWARE, WINE & SPIRITS	7.5%
8 ▲1	CASAMIGOS	DIAGEO	SOUTHERN GLASSWARE, WINE & SPIRITS	7.3%

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
9 ▼1	1800	PROXIMO	JOHNSON BROTHERS, (HAWAII) LTD.	7.3%
10 ▼4	EL JIMADOR	BROWN-FORMAN	JOHNSON BROTHERS, (HAWAII) LTD.	7.1%
11 ▼1	DULCE VIDA	MILESTONE	REPUBLIC NATIONAL DISTRIBUTING COMPANY	6.2%
12 ▲1	SOCORRO	<i>I&A Agave Spirits</i>	SOUTHERN GLASSWARE, WINE & SPIRITS	6.0%
13 ▼1	MILAGRO	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1867</small>	REPUBLIC NATIONAL DISTRIBUTING COMPANY	5.3%
14 ▲1	SAUZA	SUNTORY	SOUTHERN GLASSWARE, WINE & SPIRITS	4.3%
15 ▼1	CAZADORES	BACARDÍ	SOUTHERN GLASSWARE, WINE & SPIRITS	4.2%
16 ▲2	MAESTRO DOBEL	PROXIMO	JOHNSON BROTHERS, (HAWAII) LTD.	3.3%

By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 35 Tequila brands with at least 1% Menu Share in Texas.)



Tequila in Texas: Trending Up
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
CODIGO 1530	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	2.1%	▲ 76%
CORAZÓN	SAZERAC	MULTIPLE	2.3%	▲ 71%
TEQUILA OCHO	HEAVEN HILL BRANDS	SG SOUTHERN CALIFORNIA WINE & SPIRITS	1.4%	▲ 45%
CORRALEJO	INFINIUM SPIRITS	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.2%	▲ 32%
PUEBLO VIEJO	CASA SAN MATÍAS TRONCO 18000 080	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.5%	▲ 29%
GRAN CENTENARIO	PROXIMO	JOHNSON BROTHERS MAVERICK	1.1%	▲ 23%
ESPOLÓN	CAMPARI	SG SOUTHERN CALIFORNIA WINE & SPIRITS	9.2%	▲ 15%
SOCORRO	I&A Agave Spirits	SG SOUTHERN CALIFORNIA WINE & SPIRITS	6.0%	▲ 11%

Tequila in Texas: Trending Down
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
CAMARENA	GALLO	SG SOUTHERN CALIFORNIA WINE & SPIRITS	2.1%	▼ 0.1%
DON JULIO	DIAGEO	SG SOUTHERN CALIFORNIA WINE & SPIRITS	12%	▼ 3.5%
TANTEO	Tanteo	SG SOUTHERN CALIFORNIA WINE & SPIRITS	1.3%	▼ 4.0%
JOSE CUERVO	PROXIMO	JOHNSON BROTHERS MAVERICK	8.0%	▼ 4.4%
1800	PROXIMO	JOHNSON BROTHERS MAVERICK	7.3%	▼ 5.8%
HORNITOS	SUNTORY	SG SOUTHERN CALIFORNIA WINE & SPIRITS	8.8%	▼ 7.3%
MAESTRO DOBEL	PROXIMO	JOHNSON BROTHERS MAVERICK	3.3%	▼ 8.1%
CAZADORES	BACARDÍ	SG SOUTHERN CALIFORNIA WINE & SPIRITS	4.2%	▼ 8.4%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Tequila cocktail.

**For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





VODKA

MENU PERFORMANCE

INDEPENDENT TEXAS ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Vodka brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Vodka cocktail.



Vodka Cocktail Menu Share
 Q1 2026

For example: Smirnoff is the 9th-ranked Vodka brand on independent Texas cocktail menus, appearing on 3.8% of cocktail menus that have at least one Vodka cocktail.

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
1	TITO'S	<i>Tito's</i> <i>Handmade VODKA</i>		36%
2	DEEP EDDY	HEAVEN HILL BRANDS	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	19%
3 ▲1	GREY GOOSE	BACARDÍ		11%
4 ▼1	ABSOLUT	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	10%
5	KETEL ONE	DIAGEO		8.7%
6	WESTERN SON	SAZERAC	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	7.2%
7	STOLI	STOLI GROUP	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	5.5%
8 ▲1	DRIPPING SPRINGS	DRIPPING SPRINGS DISTILLING	REYES	4.9%









RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
9 ▼1	SMIRNOFF	DIAGEO		3.8%
10	NEW AMSTERDAM	GALLO		2.9%
11	EFFEN	SUNTORY		2.7%
12	SKYY	CAMPARI		2.4%
13	HAKU	SUNTORY		2.3%
14	REYKA	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1887	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	2.0%
15 ▲2	WHEATLEY	SAZERAC	MULTIPLE	2.0%
16 ▼1	CÎROC	DIAGEO		1.9%










By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 21 Vodka brands with at least 1% Menu Share in Texas.)



 **Vodka in Texas: Trending Up**
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
THREE OLIVES	 PROXIMO	 JOHNSON BROTHERS MADEIRA	1.8%	▲ 33%
WHEATLEY	SAZERAC	MULTIPLE	2.0%	▲ 13%
PINNACLE	SUNTORY		1.6%	▲ 11%
GREY GOOSE	 BACARDÍ		11%	▲ 2.6%
EFFEN	SUNTORY		2.7%	▲ 2.5%
DRIPPING SPRINGS			4.9%	▲ 0.4%

 **Vodka in Texas: Trending Down**
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
WESTERN SON	SAZERAC	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	7.2%	▼ 2.8%
TITO'S	<i>Tito's</i>  Handmade VODKA		36%	▼ 2.9%
DEEP EDDY	 HEAVEN HILL BRANDS	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	19%	▼ 3.4%
STOLI	 STOLI GROUP	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	5.5%	▼ 3.6%
HAKU	SUNTORY		2.3%	▼ 4.2%
SKYY	CAMPARI		2.4%	▼ 7.4%
PEARL	luxco	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	1.1%	▼ 7.5%
REYKA	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1847</small>	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	2.0%	▼ 9.4%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Vodka cocktail.

**For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.



LIQUEUR MENU PERFORMANCE

INDEPENDENT TEXAS ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Liqueur brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Liqueur cocktail.



Liqueur Cocktail Menu Share
 Q1 2026

For example: Ancho Reyes is the 9th-ranked Liqueur brand on independent Texas cocktail menus, appearing on 6.9% of cocktail menus that have at least one Liqueur cocktail.

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
1	COINTREAU	RÉMY COINTREAU	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	30%
2	GRAND MARNIER	CAMPARI	SG SOUTHERY GLEASON WINE & SPIRITS	25%
3	ST. GERMAIN	BACARDÍ	SG SOUTHERY GLEASON WINE & SPIRITS	21%
4	KAHLUA	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	20%
5 ▲2	LICOR 43	Zamora company	SG SOUTHERY GLEASON WINE & SPIRITS	16%
6	BAILEYS	DIAGEO	SG SOUTHERY GLEASON WINE & SPIRITS	14%
7 ▲1	CHAMBORD	BROWN-FORMAN	JOHNSON BROTHERS J. & F. WEDGWOOD	9.2%
8 ▼3	LUXARDO	HOTALING & CO. IMPORTER-DISTILLER	SG SOUTHERY GLEASON WINE & SPIRITS	6.9%

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
9	ANCHO REYES	CAMPARI	SG SOUTHERY GLEASON WINE & SPIRITS	6.9%
10 ▲25	DE KUYPER	SUNTORY	SG SOUTHERY GLEASON WINE & SPIRITS	6.9%
11	MIDORI	SUNTORY	SG SOUTHERY GLEASON WINE & SPIRITS	6.7%
12 ▼2	FRANGELICO	CAMPARI	SG SOUTHERY GLEASON WINE & SPIRITS	6.5%
13	MR BLACK	DIAGEO	SG SOUTHERY GLEASON WINE & SPIRITS	5.3%
14 ▼1	DISARONNO	ILLVA SARONNO	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	4.9%
15 ▼3	CHARTREUSE	FREDERICK WILDMAN AND BONS, LTD.	SG SOUTHERY GLEASON WINE & SPIRITS	4.8%
16 ▼1	GRAN GALA	SAZERAC	MULTIPLE	4.6%

By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 32 Liqueur brands with at least 1% Menu Share in Texas.)



Liqueur in Texas: Trending Up
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
BORGHETTI	BRANCA	RNDC	2.3%	▲ 3493%
DE KUYPER	SUNTORY	SG	6.9%	▲ 776%
SOLERNO	WILLIAM GRANT & SONS	RNDC	1.3%	▲ 20%
CHAREAU	chareau	SG	1.2%	▲ 18%
LICOR 43	Zamora company	SG	16%	▲ 9.2%
GRAN GALA	SAZERAC	MULTIPLE	4.6%	▲ 4.9%
MIDORI	SUNTORY	SG	6.7%	▲ 4.0%
COMBIER	CNIBRANDS	JOHNSON BROTHERS MAVERICK	1.1%	▲ 3.9%

Liqueur in Texas: Trending Down
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
ST. GERMAIN	BACARDÍ	SG	21%	▼ 0.1%
KAHLUA	Pernod Ricard	RNDC	20%	▼ 1.1%
JAGERMEISTER	Jägermeister	SG	3.7%	▼ 1.1%
GRAND MARNIER	CAMPARI	SG	25%	▼ 3.4%
SOHO	Pernod Ricard	RNDC	1.2%	▼ 4.0%
DISARONNO	ILLVA SARONNO	RNDC	4.9%	▼ 5.0%
COINTREAU	RÉMY COINTREAU	RNDC	30%	▼ 7.3%
CHARTREUSE	WILDMAN	SG	4.8%	▼ 7.7%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Liqueur cocktail.

**For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





WHISKEY

MENU PERFORMANCE

INDEPENDENT TEXAS ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Whiskey brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Whiskey cocktail.



Whiskey Cocktail Menu Share
 Q1 2026

For example: TX Whiskey is the 9th-ranked Whiskey brand on independent Texas cocktail menus, appearing on 4.8% of cocktail menus that have at least one Whiskey cocktail.

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
1 ▲1	JAMESON	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	13%
2 ▼1	MAKER'S MARK	SUNTORY	S&G SOUTHERN GLASSWARE WINE & SPIRITS	13%
3	BULLEIT	DIAGEO	S&G SOUTHERN GLASSWARE WINE & SPIRITS	10.0%
4	WOODFORD RESERVE	BROWN-FORMAN	JOHNSON BROTHERS MADE IN KENTUCKY	9.4%
5 ▲1	BUFFALO TRACE	SAZERAC	MULTIPLE	8.5%
6 ▼1	JACK DANIEL'S	BROWN-FORMAN	JOHNSON BROTHERS MADE IN KENTUCKY	8.3%
7	CROWN ROYAL	DIAGEO	S&G SOUTHERN GLASSWARE WINE & SPIRITS	5.1%
8 ▲5	STILL AUSTIN	STILL AUSTIN WHISKEY CO	S&G SOUTHERN GLASSWARE WINE & SPIRITS	4.9%

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
9 ▼1	TX WHISKEY	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	4.8%
10 ▲2	JIM BEAM	SUNTORY	S&G SOUTHERN GLASSWARE WINE & SPIRITS	3.7%
11	OLD FORESTER	BROWN-FORMAN	JOHNSON BROTHERS MADE IN KENTUCKY	3.5%
12 ▲3	ELIJAH CRAIG	HEAVEN HILL BRANDS	S&G SOUTHERN GLASSWARE WINE & SPIRITS	3.4%
13 ▲1	SAZERAC RYE	SAZERAC	MULTIPLE	3.3%
14 ▲2	FOUR ROSES	KIRIN	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	3.2%
15 ▼5	KNOB CREEK	SUNTORY	S&G SOUTHERN GLASSWARE WINE & SPIRITS	3.0%
16 ▼7	FIREBALL	SAZERAC	MULTIPLE	3.0%

By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 31 Whiskey brands with at least 1% Menu Share in Texas.)



Whiskey in Texas: Trending Up
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
STILL AUSTIN	STILL AUSTIN WHISKEY CO		4.9%	▲ 21%
REDEMPTION	DEUTSCH FAMILY WINE & SPIRITS		2.1%	▲ 11%
WHISTLEPIG	WHISTLEPIG		3.0%	▲ 7.2%
BUFFALO TRACE	SAZERAC	MULTIPLE	8.5%	▲ 6.8%
ELIJAH CRAIG	HEAVEN HILL BRANDS		3.4%	▲ 5.3%
WOODFORD RESERVE	BROWN-FORMAN	JOHNSON BROTHERS MAVERICK	9.4%	▲ 4.6%
GARRISON BROS	GARRISON BROTHERS Distillery		2.6%	▲ 2.9%
FOUR ROSES	KIRIN	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	3.2%	▲ 0.4%

Whiskey in Texas: Trending Down
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
BULLEIT	DIAGEO		10.0%	▼ 1.8%
TOKI	SUNTORY		2.6%	▼ 4.4%
JACK DANIEL'S	BROWN-FORMAN	JOHNSON BROTHERS MAVERICK	8.3%	▼ 4.4%
ANGEL'S ENVY	BACARDÍ		2.7%	▼ 5.5%
RITTENHOUSE	HEAVEN HILL BRANDS		2.3%	▼ 6.8%
EVAN WILLIAMS	HEAVEN HILL BRANDS		1.1%	▼ 7.1%
TX WHISKEY	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	4.8%	▼ 7.8%
CROWN ROYAL	DIAGEO		5.1%	▼ 9.0%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Whiskey cocktail.

**For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





RUM

MENU PERFORMANCE

INDEPENDENT TEXAS ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Rum brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Rum cocktail.



Rum Cocktail Menu Share
 Q1 2026

For example: Myers's is the 9th-ranked Rum brand on independent Texas cocktail menus, appearing on 2.7% of cocktail menus that have at least one Rum cocktail.

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
1 ▲1	MALIBU	Pernod Ricard	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	21%
2 ▼1	BACARDÍ	BACARDÍ	SG SOUTHERY GLEASON WINE & SPIRITS	20%
3	CAPTAIN MORGAN	DIAGEO	SG SOUTHERY GLEASON WINE & SPIRITS	7.7%
4	FLOR DE CAÑA	LUXURY SPIRITS INTERNATIONAL	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	6.7%
5	CRUZAN	SUNTORY	SG SOUTHERY GLEASON WINE & SPIRITS	4.6%
6 ▲1	DON Q	SPIRALLES	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	3.2%
7 ▼1	PLANTERAY	MAISON FERRAND PRODUCEUR INDÉPENDANT DE SPIRITUEUX COGNAC	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	3.0%
8 ▲1	GOSLING'S	Pernod Ricard	SG SOUTHERY GLEASON WINE & SPIRITS	2.9%

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
9 ▼1	MYERS'S	SAZERAC	SG SOUTHERY GLEASON WINE & SPIRITS	2.7%
10 ▲5	THE KRAKEN	PROXIMO	JOHNSON BROTHERS J. HADLER & CO.	1.6%
11 ▲2	ZACAPA	DIAGEO	SG SOUTHERY GLEASON WINE & SPIRITS	1.6%
12 ▲1	BLUE CHAIR BAY	NEXT CENTURY SPIRITS	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.4%
13 ▲4	BRUGAL	EDRINGTON	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.3%
14 ▼2	SAILOR JERRY	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.3%
15 ▲1	PUSSER'S	SHAW-ROSS	SG SOUTHERY GLEASON WINE & SPIRITS	1.2%
16 ▼6	DIPLOMÁTICO	BROWN-FORMAN	JOHNSON BROTHERS J. HADLER & CO.	1.1%

By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 18 Rum brands with at least 1% Menu Share in Texas.)



Rum in Texas: Trending Up
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
THE KRAKEN	PROXIMO	JOHNSON BROTHERS MADERICH	1.6%	▲ 57%
CALYPSO	SAZERAC	MULTIPLE	1.1%	▲ 51%
BRUGAL	EDRINGTON	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.3%	▲ 42%
ZACAPA	DIAGEO	SOUTHERN GLAZERS WINE & SPIRITS	1.6%	▲ 30%
FLOR DE CAÑA	LUXURY SPIRITS INTERNATIONAL	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	6.7%	▲ 23%
PUSSER'S	SHAW-ROSS	SOUTHERN GLAZERS WINE & SPIRITS	1.2%	▲ 18%
BLUE CHAIR BAY	NEXT CENTURY SPIRITS	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.4%	▲ 16%
CAPTAIN MORGAN	DIAGEO	SOUTHERN GLAZERS WINE & SPIRITS	7.7%	▲ 3.9%

Rum in Texas: Trending Down
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
SAILOR JERRY	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1847	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	1.3%	▼ 0.3%
DON Q	SERRAVALLO	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	3.2%	▼ 0.3%
CRUZAN	SUNTORY	SOUTHERN GLAZERS WINE & SPIRITS	4.6%	▼ 1.7%
MYERS'S	SAZERAC	SOUTHERN GLAZERS WINE & SPIRITS	2.7%	▼ 7.6%
BACARDÍ	BACARDÍ	SOUTHERN GLAZERS WINE & SPIRITS	20%	▼ 14%
APPLETON	CAMPARI	SOUTHERN GLAZERS WINE & SPIRITS	1.1%	▼ 18%
DIPLOMÁTICO	BROWN-FORMAN	JOHNSON BROTHERS MADERICH	1.1%	▼ 22%
PLANTERAY	MAISON FERRAND FRENCH HOUSEHOLD OF BREWERY & DISTILLERS	RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY	3.0%	▼ 30%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Rum cocktail.

**For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





GIN MENU PERFORMANCE

INDEPENDENT TEXAS ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Gin brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Gin cocktail.



Gin Cocktail Menu Share
 Q1 2026

For example: Beefeater is the 9th-ranked Gin brand on independent Texas cocktail menus, appearing on 2.8% of cocktail menus that have at least one Gin cocktail.

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
1	HENDRICK'S	WILLIAM GRANT & SONS <small>TRADITIONAL FAMILY DISTILLERS SINCE 1887</small>	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	13%
2	EMPRESS 1908		RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	9.5%
3	BOMBAY	BACARDÍ		7.7%
4 ▲1	FORDS GIN	BROWN-FORMAN	JOHNSON BROTHERS J. & F. GARDNER	6.4%
4	TANQUERAY	DIAGEO		6.4%
6	THE BOTANIST	RÉMY COINTREAU	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	5.7%
7	ROKU	SUNTORY		4.2%
8	AVIATION	DIAGEO		4.0%

RANK	BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE
9	BEEFEATER	Pernod Ricard	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	2.8%
10	WATERLOO	WATERLOO GIN		1.5%
10 ▲3	BULLDOG	CAMPARI		1.5%
12	GRAY WHALE	DEUTSCH FAMILY WINE & SPIRITS		1.5%
12 ▼1	CITADELLE	MAISON FERRAND <small>PRODUCTION HERITIAGE OF SPECIAL OCCASIONS</small>	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	1.5%
14 ▲1	MALFY	Pernod Ricard	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	1.0%
14	SIPSMITH	SUNTORY		1.0%
16	NOLET'S	NOLET'S FINEST GINS		0.8%

By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 15 Gin brands with at least 1% Menu Share in Texas.)



Gin in Texas: Trending Up
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
AVIATION	DIAGEO		4.0%	▲ 34%
BULLDOG	CAMPARI		1.5%	▲ 13%
HENDRICK'S	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1847</small>	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	13%	▲ 9.1%
THE BOTANIST	 RÉMY COINTREAU	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	5.7%	▲ 5.7%
BEEFEATER	 Pernod Ricard	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	2.8%	▲ 1.8%

Gin in Texas: Trending Down
Q1 2026 YoY

BRAND	SUPPLIER	DISTRIBUTOR	MENU SHARE*	%Δ IN MENU SHARE**
EMPRESS 1908		RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	9.5%	▼ 0.9%
GRAY WHALE	 DEUTSCH FAMILY <small>WINE & SPIRITS</small>		1.5%	▼ 4.6%
BOMBAY	 BACARDÍ		7.7%	▼ 8.5%
FORDS GIN	 BROWN-FORMAN	 JOHNSON BROTHERS MAVERICK	6.4%	▼ 9.6%
TANQUERAY	DIAGEO		6.4%	▼ 12%
MALFY	 Pernod Ricard	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	1.0%	▼ 13%
CITADELLE	 MAISON FERRAND <small>PRODUCTION IMPORTÉE DE FRANCE</small>	RNDC <small>REPUBLIC NATIONAL DISTRIBUTING COMPANY</small>	1.5%	▼ 18%
ROKU	SUNTORY		4.2%	▼ 18%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Gin cocktail.

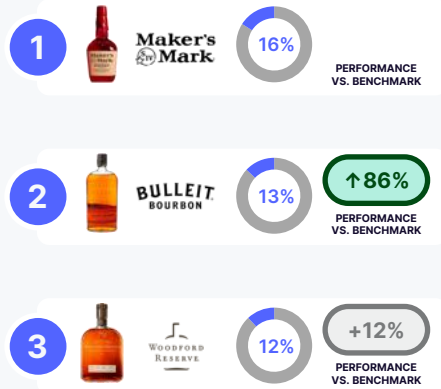
**For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.



In addition to analyzing menu statistics by geography, Ground Signal also allows you see menu performance by:

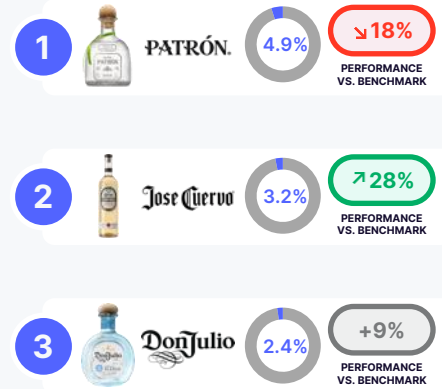
Venue Profile

Example: Top 3 Whiskey Brands in Independent Steak Houses



Cocktails

Example: Top 3 Tequila Brands Used in Margaritas Nationwide



Chains vs. Independent Accounts

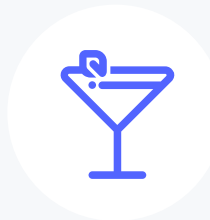
Example:

Top Brands in Chain Accts

Top Brands in Independent Accts



Ground Signal can also provide insights into:



Popular cocktails & their variants
e.g. Tequila Espresso Martini



Flavor Profiles



Pricing





AI Solutions for the Beverage Alcohol Industry

Ground Signal's mission is to **empower businesses** across the three-tier system to make better business decisions. Leveraging **sophisticated AI** and **unique large-scale data sources**, we give our clients unparalleled visibility into consumer behavior in the On-Premise and allow the industry to **better align its offerings, delight consumers** and **increase sales!**

CAPABILITIES:

CONSUMER INSIGHTS

MENU ANALYSIS

MARKET TRENDS

GO-TO-MARKET STRATEGY

NATIONAL ACCOUNTS

TARGET ACCOUNT LIST
(GS TARGET)

ACCOUNT SEGMENTATION
& KEY TRADE CHANNELS

CONSUMER	VENUE	DEPLETIONS	MENU
1B+ Monthly Social Posts	250K+ On-Premise Venues	3+ Years Depletion History	120K+ On-Premise Menus
100M U.S. Legal Drinking Age Consumers	600+ Unique Venue Attributes	2K+ SKUs at Account Level	3K+ Spirits, Cocktails, Wine Varietals and Flavor Profiles

For more information on menu or other capabilities please contact sales@groundsignal.ai