

FOURTH OF JULY

INSIGHTS

NATIONAL





Cocktail Mentions

Top Cocktails

For example: Consumers are 29% more likely to mention Margarita when posting about Fourth of July than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		↗ 29%
MIMOSA		-1%
MARTINI		↘ 66%
TIKI		+2%
SPRITZ		+4%
SANGRIA		+5%
BLOODY MARY		↘ 29%

*Index compared to share of occasion mentions nationally

Trending Cocktails

For example: Dirty Soda share of Fourth of July cocktail mentions increased by 62% nationally over the past two years.

Cocktail	Index vs. Total On-Premise*	2-Year Growth**
DIRTY SODA	↑ 123%	▲ 62%
SWIZZLE	+5%	▲ 62%
CAIPIRINHA	↑ 244%	▲ 62%
LEMON DROP	↗ 37%	▲ 55%
RUSTY NAIL	↑ 187%	▲ 40%
SPRITZ	+4%	▲ 38%
PISCO SOUR	↑ 291%	▲ 15%

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

Environment Mentions

Top Environments

For example: Consumers are 23% less likely to mention Live Music when posting about Fourth of July than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
LIVE MUSIC		↘ 23%
DANCING		-8%
BEACH		↗ 41%
GOLF		↘ 24%
PATIO		↑ 87%
SWIMMING POOL		↑ 297%
ROOFTOP		↑ 119%

*Index compared to share of occasion mentions nationally

Trending Environments

For example: Line Dancing share of Fourth of July environment mentions increased by 37% nationally over the past two years.

Environment	Index vs. Total On-Premise*	2-Year Growth**
LINE DANCING	↗ 20%	▲ 37%
KARAOKE	↗ 34%	▲ 30%
PATIO	↑ 87%	▲ 18%
DIVE BAR	↗ 20%	▲ 17%
ROOFTOP	↑ 119%	▲ 12%
WATERFRONT	↑ 97%	▲ 11%
COUNTRY MUSIC	+3%	▲ 0.8%

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





Cocktail Flavors



For example: 67% of top Fourth of July accounts nationally feature a Lime cocktail; that flavor's menu share of Fourth of July has declined 3% year-over-year. Coffee is the fastest-growing, with 11% growth since the prior year.

Flavor	Menu Share	YoY Growth*
LIME	67%	-3%
ORANGE	62%	-3%
LEMON	58%	-4%
PINEAPPLE	53%	-2%
COFFEE	46%	+11%
GINGER	45%	-4%
SPICY	41%	+3%

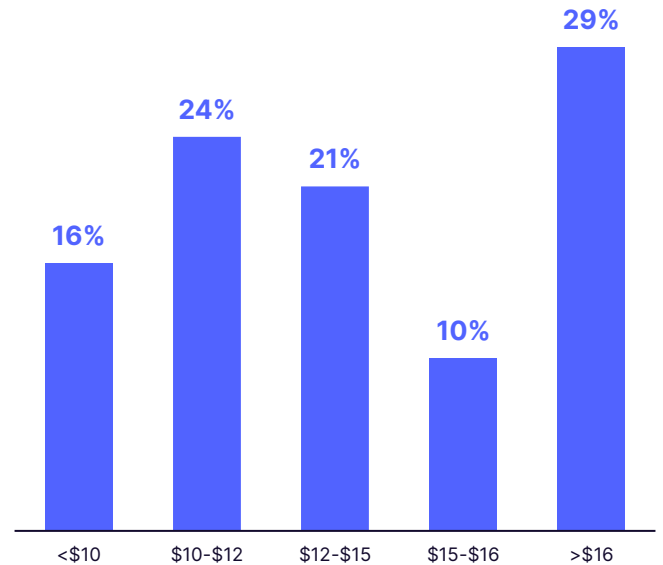
*Change in share of menu placements from Dec 2024 to Dec 2025

Cocktail Price Insights



\$13.51

Average cocktail price in top Fourth of July accounts nationally



Fourth of July Account Cocktails

Top Cocktails on Fourth of July Account Menus



Margarita is the most common cocktail also found on menus serving Fourth of July, appearing on 54% of Fourth of July menus in December 2025.

Cocktail	Menu Share	Growth
MARGARITA	54%	-1%
OLD FASHIONED	33%	+4%
MARTINI	27%	-6%
ESPRESSO MARTINI	27%	↑19%
MULE	25%	-2%
MIMOSA	25%	-4%
MOJITO	21%	-1%

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

Trending Cocktails on Fourth of July Account Menus



Lemon Drop Martini is the fastest-growing cocktail also found on menus serving Fourth of July, with 281% growth since the prior year.

Cocktail	Menu Share	Growth
LEMON DROP MARTINI	11%	↑281%
VESPER MARTINI	0.9%	↑229%
HUGO SPRITZ	4.6%	↑143%
NAKED AND FAMOUS	0.5%	↑99%
MOCKTAILS	1.3%	↑94%
DIRTY BANANA	0.5%	↑92%
APPLETINI	1.7%	↑89%

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





Sales by Category in Top Fourth of July Accounts

For example: In top Fourth of July accounts, Tequila is the best-selling category, averaging 61.0 9L depletions per account in the R12 period ending December 2025. On average, top Fourth of July accounts sell 86% 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	31%	61.0	32.8	↑ 86%	-7%
WHISKEY	23%	44.7	29.2	↑ 53%	-10%
VODKA	21%	43.2	23.2	↑ 86%	+1%
RUM	11%	22.6	12.8	↑ 76%	-5%
LIQUEUR	10%	21.5	14.6	↗ 48%	-1%
GIN	3.7%	8.4	5.2	↑ 64%	-1%
COGNAC	0.7%	3.4	3.1	+10%	-13%

Sales by Price Tier in Top Fourth of July Accounts

For example: In top Fourth of July accounts, Standard is the best-selling price tier overall, averaging 69.3 9L depletions per account in the R12 period ending December 2025. That is 57% more Standard depletions than the average account nationally. Over the past two years, average Standard depletions in top Fourth of July accounts have declined by 3%.

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%	0.74	0.49	↑ 51%	+9%
PRESTIGE	0.5%	1.9	1.1	↑ 73%	-3%
ULTRA PREMIUM	14%	31.3	13.9	↑ 125%	-14%
SUPER PREMIUM	13%	26.9	14.5	↑ 85%	+2%
PREMIUM	30%	58.7	33.8	↑ 74%	-8%
STANDARD	35%	69.3	44.2	↑ 57%	-3%
VALUE	7.4%	28.0	18.7	↑ 50%	-2%

