

NEW YORK CITY DMA MENU INSIGHTS REPORT

Q2 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

5.4K
Accounts w/
Menu

5.3K
Accounts w/
Cocktail Menu

79.6K
Total # of
Cocktails

\$15.24
Average
Cocktail Price

Breakdown by Spirits Category

4.1K
Menus w/
Vodka Cocktail

78%

3.8K
Menus w/
Liqueur Cocktail

73%

3.7K
Menus w/
Tequila Cocktail

71%

3.6K
Menus w/
Whiskey Cocktail

68%

3.1K
Menus w/
Gin Cocktail

59%

Most Popular Classic Cocktails

COCKTAIL	MENU SHARE*
MARGARITA	44%
MARTINI	36%
ESPRESSO MARTINI	31%
SANGRIA	27%
OLD FASHIONED	26%
SPRITZ	21%
MIMOSA	21%
BLOODY MARY	20%
NEGRONI	19%
MOJITO	18%

*Percentage of cocktail menus that feature this cocktail



VODKA

MENU PERFORMANCE

INDEPENDENT NEW YORK CITY CITY ACCOUNTS
Q2 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
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	TITO'S	 	26%
2	GREY GOOSE	 BACARDÍ	16%
3	KETEL ONE	DIAGEO	15%
4	STOLI	 STOLI GROUP	12%
5	ABSOLUT	 Pernod Ricard	9.8%
6	BELVEDERE	LVMH	3.8%
7	FIGENZA	 CARRIAGE HOUSE — Wines & Spirits — IMPORTS, LTD.	3.3%
8 ▲1	DEEP EDDY	 HEAVEN HILL BRANDS	2.2%

For example: Smirnoff is the 9th-ranked Vodka brand on independent New York City cocktail menus, appearing on 2.1% of cocktail menus that have at least one Vodka cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	SMIRNOFF	DIAGEO	2.1%
9 ▲2	HAKU	SUNTORY	2.1%
11 ▼1	CÎROC	DIAGEO	2.0%
12 ▲56	CROP ORGANIC VODKA	 CROP HANDCRAFTED ORGANIC VODKA	1.8%
13 ▲1	THREE OLIVES	 PROXIMO	1.7%
14 ▼2	VAN GOGH	 CONECUH BRANDS	1.6%
15 ▼2	SKYY	CAMPARI	1.6%
16	PEARL	luxco	1.0%

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 16 Vodka brands with at least 1% Menu Share in New York City.)



 Vodka in New York City: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
THREE OLIVES	 PROXIMO	1.7%	▲ 29%
FIGENZA	 CARRIAGE HOUSE Imports, Ltd.	3.3%	▲ 15%
SKYY	 CAMPARI	1.6%	▲ 12%
GREY GOOSE	 BACARDÍ	16%	▲ 9.8%
BELVEDERE	 LVMH	3.8%	▲ 9.1%
PEARL	 LUXCO	1.0%	▲ 6.0%
KETEL ONE	 DIAGEO	15%	▲ 5.4%
TITO'S	 Tito's Handmade VODKA	 LALO TEQUILA	26% ▲ 2.4%

 Vodka in New York City: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CROP ORGANIC VODKA	 CROP ORGANIC VODKA	1.8%	—
STOLI	 STOLI GROUP	12%	▼ 3.4%
VAN GOGH	 CONECUH BRANDS	1.6%	▼ 5.1%
DEEP EDDY	 HEAVEN HILL BRANDS	2.2%	▼ 7.7%
CÎROC	 DIAGEO	2.0%	▼ 9.9%
SMIRNOFF	 DIAGEO	2.1%	▼ 13%
ABSOLUT	 Pernod Ricard	9.8%	▼ 13%

*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.



Martini is the most popular Vodka cocktail in independent New York City accounts, appearing on 39.0% of menus with at least one Vodka cocktail. Vesper Martini grew the most, gaining 816.6% Menu Share.



Top Vodka Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARTINI	39%	▲ 0.3%
ESPRESSO MARTINI	37%	▲ 15%
BLOODY MARY	25%	▲ 1.6%
COSMOPOLITAN	21%	▲ 16%
MULE	16%	▼ 2.4%
MOSCOW MULE	9.4%	▼ 4.2%
LYCHEE MARTINI	8.5%	▲ 21%

Trending Vodka Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
VESPER MARTINI	3.0%	▲ 817%
LEMON DROP MARTINI	6.9%	▲ 207%
APPLETINI	4.9%	▲ 192%
FROZEN DRINKS	3.8%	▲ 124%
P*RNSTAR MARTINI	1.1%	▲ 75%
TRANSFUSION	1.2%	▲ 47%
SMASH	1.6%	▲ 35%

Note: Limited to cocktails with at least 1.0% Menu Share

*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.





TEQUILA

MENU PERFORMANCE

INDEPENDENT NEW YORK CITY ACCOUNTS

Q2 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
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	PATRÓN	BACARDÍ	11%
2	CASAMIGOS	DIAGEO	9.9%
3	DON JULIO	DIAGEO	7.1%
4	ESPOLÒN	CAMPARI	6.1%
5	TANTEO	Tanteo	3.9%
6 ▲1	1800	PROXIMO	3.7%
7 ▼1	MILAGRO	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1847	3.6%
8 ▲1	JOSE CUERVO	PROXIMO	3.4%

For example: Cazadores is the 9th-ranked Tequila brand on independent New York City cocktail menus, appearing on 2.8% of cocktail menus that have at least one Tequila cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	CAZADORES	BACARDÍ	2.8%
10 ▲2	MAESTRO DOBEL	PROXIMO	2.6%
11 ▲4	CODIGO 1530	Pernod Ricard	2.6%
12 ▼1	HORNITOS	SUNTORY	2.3%
13 ▼3	HERRADURA	BROWN-FORMAN	2.2%
14 ▼1	OLMECA ALTOS	Pernod Ricard	2.2%
15 ▲1	SAUZA	SUNTORY	1.6%
16 ▲3	VOLCAN DE MI TIERRA	LVMH	1.5%

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 25 Tequila brands with at least 1% Menu Share in New York City.)



 Tequila in New York City: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
LALO	 	1.3%	▲ 68%
CODIGO 1530		2.6%	▲ 52%
CORAZÓN		1.0%	▲ 32%
TRES AGAVES		1.0%	▲ 25%
MAESTRO DOBEL		2.6%	▲ 20%
MI CAMPO		1.1%	▲ 19%
VOLCAN DE MI TIERRA		1.5%	▲ 19%
DON FULANO		1.0%	▲ 18%

 Tequila in New York City: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
DON JULIO		7.1%	▼ 1.1%
MILAGRO		3.6%	▼ 2.0%
HORNITOS		2.3%	▼ 3.2%
SAUZA		1.6%	▼ 3.6%
HERRADURA		2.2%	▼ 9.7%
TEREMANA		1.5%	▼ 12%
TANTEO		3.9%	▼ 13%
CAZADORES		2.8%	▼ 15%

*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.



Margarita is the most popular Tequila cocktail in independent New York City accounts, appearing on 58.1% of menus with at least one Tequila cocktail. Frozen Drinks grew the most, gaining 310.6% Menu Share.



Top Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	58%	▼ 0.4%
PALOMA	18%	▲ 1.2%
SPICY MARGARITA	13%	▲ 18%
FROZEN MARGARITA	7.1%	▼ 1.1%
FROZEN DRINKS	6.1%	▲ 311%
CLASSIC MARGARITA	5.8%	▼ 0.1%
TEQUILA SUNRISE	4.4%	▲ 12%

Trending Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	6.1%	▲ 311%
FRUIT-FLAVORED MARGARITA	2.7%	▲ 58%
BLOODY MARY	2.1%	▲ 52%
LONG ISLAND ICED TEA	2.6%	▲ 43%
ESPRESSO MARTINI	3.0%	▲ 31%
SANGRIA	1.5%	▲ 27%
RANCH WATER	1.1%	▲ 25%

Note: Limited to cocktails with at least 1.0% Menu Share

*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.





WHISKEY

MENU PERFORMANCE

INDEPENDENT NEW YORK CITY CITY ACCOUNTS

Q2 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
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	BULLEIT	DIAGEO	13%
2	JAMESON	 Pernod Ricard	12%
3	MAKER'S MARK	SUNTORY	9.4%
4	JACK DANIEL'S	 BROWN-FORMAN	6.6%
5	WOODFORD RESERVE	 BROWN-FORMAN	4.9%
6	ANGEL'S ENVY	 BACARDÍ	3.2%
7 ▲7	JIM BEAM	SUNTORY	2.9%
7 ▲3	MICHTER'S	 CHATHAM IMPORTS, INC.	2.9%

For example: Sazerac Rye is the 9th-ranked Whiskey brand on independent New York City cocktail menus, appearing on 2.9% of cocktail menus that have at least one Whiskey cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▲6	SAZERAC RYE	SAZERAC	2.9%
10 ▼2	BUFFALO TRACE	SAZERAC	2.8%
10 ▼3	REDEMPTION	 DEUTSCH FAMILY WINE & SPIRITS	2.8%
12 ▼3	TOKI	SUNTORY	2.7%
13	HUDSON	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	2.6%
14 ▼2	RITTENHOUSE	 HEAVEN HILL BRANDS	2.5%
15 ▼4	FOUR ROSES	 KIRIN	2.4%
16 ▲13	JOHNNIE WALKER	DIAGEO	2.1%

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 37 Whiskey brands with at least 1% Menu Share in New York City.)



 Whiskey in New York City: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
DEWAR'S	 BACARDÍ	1.4%	▲ 87%
JOHNNIE WALKER	DIAGEO	2.1%	▲ 62%
JEFFERSON'S	 Pernod Ricard	1.8%	▲ 44%
SAZERAC RYE	SAZERAC	2.9%	▲ 30%
JIM BEAM	SUNTORY	2.9%	▲ 30%
SKREWBALL	 Pernod Ricard	1.9%	▲ 24%
GREAT JONES	 PROXIMO	1.7%	▲ 21%
TEELING	 BACARDÍ	1.1%	▲ 18%

 Whiskey in New York City: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
BASIL HAYDEN'S	SUNTORY	1.8%	▼ 0.4%
TOKI	SUNTORY	2.7%	▼ 1.3%
JAMESON	 Pernod Ricard	12%	▼ 2.6%
TULLAMORE DEW	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	1.9%	▼ 3.0%
KNOB CREEK	SUNTORY	1.8%	▼ 3.4%
OLD OVERHOLT	SUNTORY	1.4%	▼ 4.8%
REDEMPTION	 DEUTSCH FAMILY WINE & SPIRITS	2.8%	▼ 6.5%
FOUR ROSES	 KIRIN	2.4%	▼ 7.2%

*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.



Old Fashioned is the most popular Whiskey cocktail in independent New York City accounts, appearing on 36.0% of menus with at least one Whiskey cocktail. Frozen Drinks grew the most, gaining 283.1% Menu Share.



Top Whiskey Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
OLD FASHIONED	36%	▲ 0.9%
MANHATTAN	22%	▼ 2.3%
IRISH COFFEE	12%	▼ 0.2%
WHISKEY SOUR	5.2%	▼ 12%
PAPER PLANE	4.8%	▼ 7.6%
MULE	4.7%	▼ 9.1%
SHOT	4.1%	▼ 16%

Trending Whiskey Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	1.1%	▲ 283%
MARGARITA	1.3%	▲ 63%
SMASH	3.9%	▲ 32%
BROOKLYN	1.9%	▲ 27%
SANGRIA	1.3%	▲ 24%
ESPRESSO MARTINI	1.9%	▲ 24%
MARTINI	3.9%	▲ 9.1%

Note: Limited to cocktails with at least 1.0% Menu Share

*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 NEW YORK CITY CITY ACCOUNTS

Q2 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
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	BACARDÍ	BACARDÍ	22%
2	MALIBU	Pernod Ricard	16%
3	CAPTAIN MORGAN	DIAGEO	7.3%
4	GOSLING'S	Pernod Ricard	6.0%
5	MYERS'S	SAZERAC	3.3%
6 ▲2	PLANTERAY	MAISON FERRAND PRODUCTION INDEPENDANT DE FORT-LAURENCE	3.0%
7 ▼1	DON Q	SERRAVALLO	2.5%
8	DIPLOMÁTICO	BROWN-FORMAN	2.3%

For example: Cruzan is the 9th-ranked Rum brand on independent New York City cocktail menus, appearing on 2.3% of cocktail menus that have at least one Rum cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼2	CRUZAN	SUNTORY	2.3%
10 ▲1	ZACAPA	DIAGEO	2.0%
11 ▲1	LEBLON	BACARDÍ	1.9%
12 ▲1	APPLETON	CAMPARI	1.8%
13 ▲1	MOUNT GAY	RÉMY COINTREAU	1.6%
14 ▲3	SANTA TERESA	BACARDÍ	1.3%
15 ▲1	BRUGAL	EDRINGTON	1.2%
16 ▼1	EL DORADO	DEMERARA DISTILLERS LIMITED	1.2%

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 16 Rum brands with at least 1% Menu Share in New York City.)



 Rum in New York City: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
SANTA TERESA	 BACARDÍ	1.3%	▲ 50%
PLANTERAY	 MAISON FERRAND	3.0%	▲ 28%
LEBLON	 BACARDÍ	1.9%	▲ 27%
MOUNT GAY	 RÉMY COINTREAU	1.6%	▲ 26%
APPLETON	CAMPARI	1.8%	▲ 23%
ZACAPA	DIAGEO	2.0%	▲ 15%
MYERS'S	SAZERAC	3.3%	▲ 14%
BRUGAL	 EDRINGTON	1.2%	▲ 11%

 Rum in New York City: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
EL DORADO	 DEMERARA DISTILLERS LIMITED	1.2%	▼ 0.3%
DIPLOMÁTICO	 BROWN-FORMAN	2.3%	▼ 0.4%
DON Q	 SERRAVALLO	2.5%	▼ 3.4%
GOSLING'S	 Pernod Ricard	6.0%	▼ 9.5%
CRUZAN	SUNTORY	2.3%	▼ 12%

*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.

Mojito is the most popular Rum cocktail in independent New York City accounts, appearing on 27.8% of menus with at least one Rum cocktail. Frozen Drinks grew the most, gaining 141.1% Menu Share.



Top Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MOJITO	28%	▼ 1.5%
PIÑA COLADA	16%	▲ 10%
RUM PUNCH	8.2%	▲ 2.8%
MARTINI	7.3%	▼ 10%
DAIQUIRI	6.8%	▼ 35%
COLADA	5.8%	▲ 2.4%
MAI TAI	5.7%	▼ 6.1%

Trending Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	4.1%	▲ 141%
MARGARITA	3.0%	▲ 46%
LONG ISLAND ICED TEA	3.4%	▲ 42%
FROZEN DAIQUIRI	1.4%	▲ 23%
IRISH COFFEE	1.4%	▲ 22%
ESPRESSO MARTINI	1.2%	▲ 22%
SPRITZ	1.0%	▲ 21%

Note: Limited to cocktails with at least 1.0% Menu Share

*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 NEW YORK CITY ACCOUNTS

Q2 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
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	HENDRICK'S	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1847	14%
2 ▲1	BOMBAY	BACARDÍ	9.3%
3 ▼1	TANQUERAY	DIAGEO	8.9%
4	EMPRESS 1908		6.1%
5 ▲1	THE BOTANIST	RÉMY COINTREAU	4.1%
6 ▼1	ROKU	SUNTORY	4.0%
7 ▲1	FORDS GIN	BROWN-FORMAN	3.5%
7	BEEFEATER	Pernod Ricard	3.5%

For example: Gray Whale is the 9th-ranked Gin brand on independent New York City cocktail menus, appearing on 2.3% of cocktail menus that have at least one Gin cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▲1	GRAY WHALE	DEUTSCH FAMILY VINE & SPIRITS	2.3%
10 ▼1	BULLDOG	CAMPARI	2.0%
11 ▲1	AVIATION	DIAGEO	1.9%
12 ▼1	MALFY	Pernod Ricard	1.7%
13	MONKEY 47	Pernod Ricard	1.5%
14 ▲3	CITADELLE	MAISON FERRAND PRODUCTION INDEPENDANT DE PRODUITS AGRICOLES	1.3%
15	BROOKLYN GIN		1.1%
16	GREENHOOK	GREENHOOK GINSMITHS	1.0%

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 17 Gin brands with at least 1% Menu Share in New York City.)



 Gin in New York City: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
AVIATION	DIAGEO	1.9%	▲ 26%
CITADELLE	 MAISON FERRAND	1.3%	▲ 24%
MONKEY 47	 Pernod Ricard	1.5%	▲ 21%
GRAY WHALE	 DEUTSCH FAMILY WINE & SPIRITS	2.3%	▲ 17%
FORDS GIN	 BROWN-FORMAN	3.5%	▲ 15%
THE BOTANIST	 RÉMY COINTREAU	4.1%	▲ 11%
BOMBAY	 BACARDÍ	9.3%	▲ 9.8%
EMPRESS 1908	 MILESTONE	6.1%	▲ 6.8%

 Gin in New York City: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
BEEFEATER	 Pernod Ricard	3.5%	▼ 3.1%
BROOKLYN GIN	 BROOKLYN GIN	1.1%	▼ 5.4%
DRUMSHANBO	 PALM BAY INTERNATIONAL	1.0%	▼ 6.8%
GREENHOOK	 GREENHOOK GINSMITHS	1.0%	▼ 14%
BULLDOG	CAMPARI	2.0%	▼ 16%

*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.



Negroni is the most popular Gin cocktail in independent New York City accounts, appearing on 27.3% of menus with at least one Gin cocktail. Vesper Martini grew the most, gaining 675.0% Menu Share.



Top Gin Cocktails

Cocktail	Menu Share*	%Δ in Menu Share**
Negroni	27%	▲ 9.5%
Martini	18%	▲ 11%
Spritz	5.2%	▲ 46%
French 75	5.2%	▲ 2.5%
Gin & Tonic	5.0%	▼ 8.3%
Gimlet	4.9%	▼ 3.2%
Bee's Knees	4.3%	▲ 7.3%

Trending Gin Cocktails

Cocktail	Menu Share*	%Δ in Menu Share**
Vesper Martini	4.2%	▲ 675%
Dirty Martini	1.9%	▲ 67%
Long Island Iced Tea	3.3%	▲ 47%
Spritz	5.2%	▲ 46%
White Negroni	2.1%	▲ 34%
Highball	1.1%	▲ 24%
Brooklyn	1.8%	▲ 18%

Note: Limited to cocktails with at least 1.0% Menu Share

*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.





LIQUEUR MENU PERFORMANCE

INDEPENDENT NEW YORK CITY CITY ACCOUNTS

Q2 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
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	ST. GERMAIN	 BACARDÍ	30%
2	KAHLUA	 Pernod Ricard	23%
3	COINTREAU	 RÉMY COINTREAU	21%
4	BAILEYS	DIAGEO	18%
5	GRAND MARNIER	CAMPARI	12%
6 ▲4	LUXARDO	 HOTALING & CO. IMPORTER-DISTILLER	11%
7 ▼1	CHAMBORD	 BROWN-FORMAN	11%
8	FRANGELICO	CAMPARI	7.9%

For example: Chartreuse is the 9th-ranked Liqueur brand on independent New York City cocktail menus, appearing on 7.7% of cocktail menus that have at least one Liqueur cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼2	CHARTREUSE		7.7%
10 ▼1	MR BLACK	DIAGEO	6.1%
11 ▲2	LICOR 43		5.9%
12 ▼1	ANCHO REYES	CAMPARI	5.7%
13 ▲1	GIFFARD		4.4%
13 ▼1	MIDORI	SUNTORY	4.4%
15 ▲91	CHINOLA		3.6%
16 ▼1	BENEDICTINE	 BACARDÍ	3.4%



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 New York City.)



 Liqueur in New York City: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CHAREAU	chareau	1.0%	▲ 116%
LUXARDO	 HOTALING & CO. IMPORTER-DISTILLER	11%	▲ 82%
DE KUYPER	SUNTORY	3.1%	▲ 73%
DISARONNO	 ILLVA SARONNO	3.1%	▲ 36%
LICOR 43	 Zamora company	5.9%	▲ 34%
BORGHETTI	 BRANCA	1.5%	▲ 11%
ANCHO REYES	CAMPARI	5.7%	▲ 11%
TIA MARIA	 ILLVA SARONNO	2.5%	▲ 9.7%

 Liqueur in New York City: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CHINOLA		3.6%	—
CHAMBORD	 BROWN-FORMAN	11%	▼ 1.0%
KAHLUA	 Pernod Ricard	23%	▼ 1.1%
MR BLACK	DIAGEO	6.1%	▼ 1.6%
RUM CHATA	GALLO	2.5%	▼ 1.9%
BAILEYS	DIAGEO	18%	▼ 2.9%
DOMAINE DE CANTON	 HEAVEN HILL BRANDS	1.1%	▼ 4.0%
COINTREAU	 RÉMY COINTREAU	21%	▼ 4.7%

*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.



Margarita is the most popular Liqueur cocktail in independent New York City accounts, appearing on 29.2% of menus with at least one Liqueur cocktail. Appletini grew the most, gaining 248.4% Menu Share.



Top Liqueur Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	29%	▼ 2.3%
ESPRESSO MARTINI	28%	▲ 15%
MARTINI	23%	▼ 9.5%
COSMOPOLITAN	16%	▲ 19%
SANGRIA	9.2%	▼ 0.5%
SPRITZ	9.1%	▲ 42%
HUGO SPRITZ	6.7%	▲ 76%

Trending Liqueur Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
APPLETINI	2.8%	▲ 248%
FROZEN DRINKS	3.8%	▲ 176%
LEMON DROP MARTINI	3.3%	▲ 123%
HUGO SPRITZ	6.7%	▲ 76%
FRUIT-FLAVORED MARGARITA	1.0%	▲ 68%
LIMONCELLO SPRITZ	2.7%	▲ 48%
OLD FASHIONED	6.0%	▲ 46%

Note: Limited to cocktails with at least 1.0% Menu Share

*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.



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

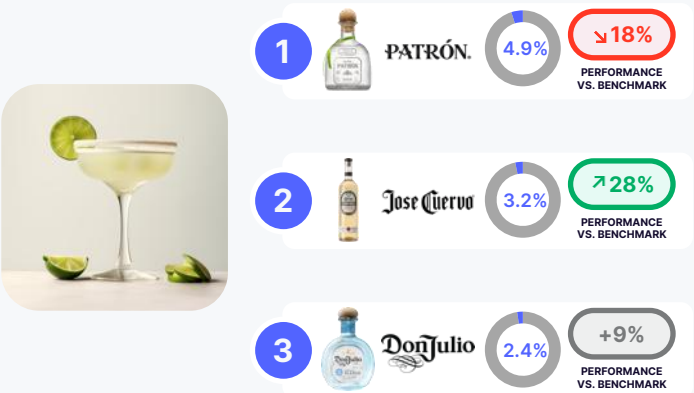
Venue Profile

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



And more!



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