

TRIVIA INSIGHTS

NATIONAL





Cocktail Mentions

Top Cocktails



For example: Consumers are 34% more likely to mention Margarita when posting about Trivia than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		↗ 34%
MARTINI		↘ 42%
MIMOSA		-12%
MOCKTAILS		+9%
TIKI		-6%
BLOODY MARY		-4%
ESPRESSO MARTINI		↓ 52%

*Index compared to share of occasion mentions nationally

Trending Cocktails



For example: Irish Mule share of Trivia cocktail mentions increased by 154% nationally over the past two years.

Cocktail	Index vs. Total On-Premise*	2-Year Growth**
IRISH MULE	↑ 177%	▲ 154%
TEQUILA SUNRISE	↑ 211%	▲ 154%
SWIZZLE	↑ 369%	▲ 137%
LEMON DROP	↑ 71%	▲ 77%
APPLETINI	↑ 78%	▲ 47%
WHITE RUSSIAN	↑ 570%	▲ 39%
RUM RUNNER	↑ 86%	▲ 24%

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

Occasion Mentions

Top Occasions



For example: Consumers are 3% less likely to mention Friends when posting about Trivia than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
FRIENDS		-3%
HAPPY HOUR		↑ 134%
PARTY		↘ 34%
SPORTS		↗ 44%
DINNER		↓ 68%
GAME NIGHT		↑ 1096%
LATE NIGHT		-10%

*Index compared to share of occasion mentions nationally

Trending Occasions



For example: Pre-Game share of Trivia occasion mentions increased by 35% nationally over the past two years.

Occasion	Index vs. Total On-Premise*	2-Year Growth**
PRE-GAME	↗ 37%	▲ 35%
DRAG BRUNCH	↗ 32%	▲ 23%
HOCKEY	↑ 124%	▲ 18%
MARCH MADNESS	↑ 81%	▲ 18%
GAME NIGHT	↑ 1096%	▲ 11%
SPORTS	↗ 44%	▲ 8.6%
SUPER BOWL	—	▲ 6.6%

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





Cocktail Categories



For example: 80% of top Trivia accounts nationally feature a Vodka cocktail; that category's menu share has declined 3% year-over-year.

Category	Menu Share	Growth
VODKA	80%	-3%
TEQUILA	70%	-3%
WHISKEY	70%	-2%
RUM	59%	-4%
AMERICAN WHISKEY	58%	—
GIN	50%	-6%
MEZCAL	18%	-5%

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

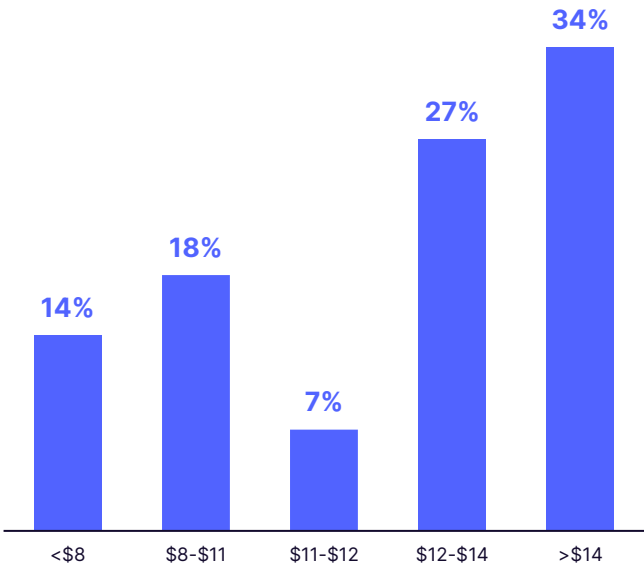


Cocktail Price Insights



\$11.56

Average cocktail price in top Trivia accounts nationally



Flavors in Top Trivia Accounts

Top Flavors



Lime is the most common flavor in top Trivia accounts, appearing on 65% of menus in December 2025.

Flavor	Menu Share	YoY Growth*
LIME	65%	-6%
ORANGE	60%	-6%
LEMON	57%	-5%
PINEAPPLE	48%	-6%
GINGER	47%	-7%
COFFEE	46%	+8%
SPICY	37%	-2%

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

Trending Flavors



Tangerine is the fastest-growing flavor in top Trivia accounts, with 82% growth since the prior year.

Flavor	Menu Share	YoY Growth*
TANGERINE	1.6%	↑82%
YUZU	2.4%	↗46%
LYCHEE	4.3%	↗38%
APRICOT	3.5%	↗26%
PLUM	2.0%	↗19%
KIWI	2.0%	+10%
LAVENDER	12%	+8%

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





Sales by Category in Top Trivia Accounts

For example: In top Trivia accounts, Whiskey is the best-selling category, averaging 37.6 9L depletions per account in the R12 period ending December 2025. On average, top Trivia accounts sell 28% more Whiskey than the average account nationally.

CATEGORY	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)		AVERAGE ACCOUNT DEPLETIONS VS. CATEGORY BENCHMARK	2-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
		TOP ACCOUNTS	ALL ACCOUNTS		
WHISKEY	 27%		37.6 29.3	↗28%	-10%
VODKA	 24%		34.5 23.3	↗48%	+1%
TEQUILA	 24%		34.0 32.8	+4%	-6%
LIQUEUR	 11%		15.6 14.6	+7%	—
RUM	 9.7%		14.3 12.9	+11%	-3%
GIN	 3.7%		5.7 5.2	+11%	+1%
COGNAC	 0.4%		1.7 3.1	↘44%	-6%

Sales by Price Tier in Top Trivia Accounts

For example: In top Trivia accounts, Standard is the best-selling price tier overall, averaging 60.6 9L depletions per account in the R12 period ending December 2025. That is 37% more Standard depletions than the average account nationally. Over the past two years, average Standard depletions in top Trivia accounts have declined by 2%.

PRICE TIER (ALL SPIRITS)	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)		AVERAGE ACCOUNT DEPLETIONS VS. SAME-TIER BENCHMARK	2-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
		TOP ACCOUNTS	ALL ACCOUNTS		
LUXURY	 0.0%		0.39 0.49	↘21%	-7%
PRESTIGE	 0.2%		0.81 1.1	↘27%	-6%
ULTRA PREMIUM	 7.2%		11.0 13.9	↘21%	↘17%
SUPER PREMIUM	 8.2%		12.0 14.6	↘18%	+6%
PREMIUM	 29%		40.5 33.8	↗20%	-9%
STANDARD	 44%		60.6 44.3	↗37%	-2%
VALUE	 11%		26.1 18.7	↗40%	+3%

