

FOOTBALL INSIGHTS

NATIONAL





Cocktail Mentions

Top Cocktails



For example: Consumers are 220% more likely to mention Mimosa when posting about Football than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑220%
MARGARITA		-9%
BLOODY MARY		↑345%
MARTINI		↓59%
ESPRESSO MARTINI		↓53%
TIKI		↓33%
MICHELADA		↑166%

*Index compared to share of occasion mentions nationally

Trending Cocktails



For example: Swizzle share of Football cocktail mentions increased by 202% nationally over the past two years.

Cocktail	Index vs. Total On-Premise*	2-Year Growth**
SWIZZLE	↑95%	▲202%
ZOMBIE	↑123%	▲134%
LEMON DROP	↑65%	▲99%
RANCH WATER	↑66%	▲60%
TRANSFUSION	↑37%	▲48%
TEQUILA SODA	↑46%	▲46%
DAIQUIRI	↑27%	▲22%

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



Occasion Mentions

Top Occasions



For example: Consumers are 2222% more likely to mention Sports when posting about Football than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
SPORTS		↑2222%
PARTY		↑27%
FRIENDS		↓46%
HAPPY HOUR		↑164%
BRUNCH		↑48%
SUPER BOWL		↑1170%
DINNER		↓74%

*Index compared to share of occasion mentions nationally

Trending Occasions



For example: Game Night share of Football occasion mentions increased by 38% nationally over the past two years.

Occasion	Index vs. Total On-Premise*	2-Year Growth**
GAME NIGHT	↑357%	▲38%
PARTY	↑27%	▲26%
TRIVIA	↑90%	▲24%
HAPPY HOUR	↑164%	▲20%
COLUMBUS DAY	↑68%	▲18%
BRUNCH	↑48%	▲15%
BASEBALL	↑1073%	▲11%

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





Cocktail Categories



For example: 84% of top Football accounts nationally feature a Vodka cocktail; that category's menu share of Football has declined 2% year-over-year. American Whiskey is the fastest-growing, with 3% growth since the prior year.

Category	Menu Share	Growth
VODKA	84%	-2%
WHISKEY	75%	—
TEQUILA	71%	-11%
AMERICAN WHISKEY	64%	+3%
RUM	58%	↘15%
GIN	45%	↘18%
MEZCAL	16%	-2%

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

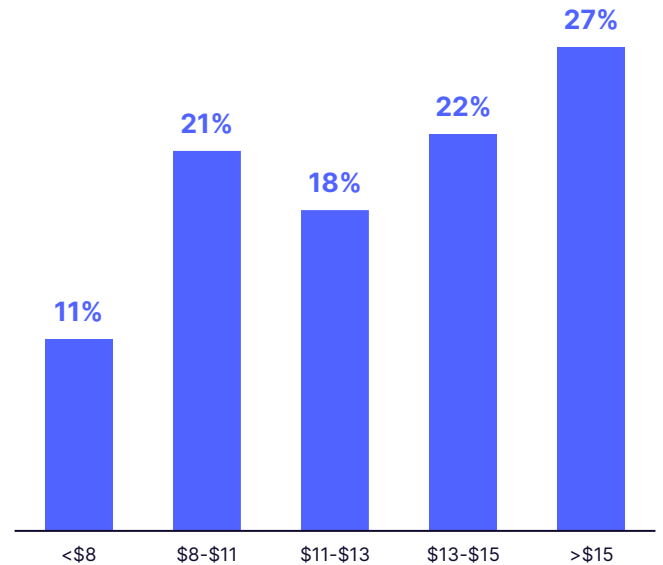


Cocktail Price Insights



\$11.81

Average cocktail price in top Football accounts nationally



Football Flavors

Top Cocktail Flavors in Football Account Menus



Lime is the most common flavor in top Football accounts, appearing on 64% of menus in December 2025.

Flavor	Menu Share	YoY Growth*
LIME	64%	-14%
ORANGE	59%	↘15%
LEMON	55%	↘15%
PINEAPPLE	53%	-13%
COFFEE	53%	↗38%
GINGER	43%	↘22%
SPICY	42%	↘15%

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

Trending Flavors in Football Account Menus



Yuzu is the fastest-growing flavor in top Football accounts, with 64% growth since the prior year.

Flavor	Menu Share	YoY Growth*
YUZU	1.9%	↗64%
TANGERINE	0.9%	↗51%
LYCHEE	4.4%	↗39%
COFFEE	53%	↗38%
PLUM	0.9%	↗26%
WATERMELON	33%	↗22%
APRICOT	2.3%	↗20%

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





Sales by Category in Top Football Accounts

For example: In top Football accounts, Tequila is the best-selling category, averaging 63.6 9L depletions per account in the R12 period ending December 2025. On average, top Football accounts sell 94% more Tequila than the average account nationally.

CATEGORY	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)		AVERAGE ACCOUNT DEPLETIONS VS. BENCHMARK	2-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
		TOP ACCOUNTS	ALL ACCOUNTS		
TEQUILA	 31%		63.6 32.8	↑94%	-6%
WHISKEY	 25%		50.6 29.3	↑73%	-11%
VODKA	 21%		44.2 23.3	↑90%	—
LIQUEUR	 11%		22.2 14.6	↑52%	—
RUM	 8.5%		18.2 12.9	↑42%	-9%
GIN	 3.0%		6.7 5.2	↑30%	-2%
COGNAC	 0.7%		3.7 3.1	↑20%	-6%



Sales by Price Tier in Top Football Accounts

For example: In top Football accounts, Standard is the best-selling price tier overall, averaging 75.7 9L depletions per account in the R12 period ending December 2025. That is 71% more Standard depletions than the average account nationally. Over the past two years, average Standard depletions in top Football accounts have declined by 4%.

PRICE TIER (ALL SPIRITS)	SHARE OF ALL SPIRITS DEPLETIONS (%)	AVERAGE TOTAL ACCOUNT DEPLETIONS (9L/YR)		AVERAGE ACCOUNT DEPLETIONS VS. BENCHMARK	2-YEAR TREND IN AVERAGE ACCOUNT DEPLETIONS
		TOP ACCOUNTS	ALL ACCOUNTS		
LUXURY	 0.1%		0.61 0.49	↑24%	+6%
PRESTIGE	 0.4%		1.5 1.1	↑35%	-7%
ULTRA PREMIUM	 14%		29.2 13.9	↑110%	↓15%
SUPER PREMIUM	 9.3%		19.5 14.6	↑34%	+4%
PREMIUM	 30%		60.7 33.8	↑79%	-8%
STANDARD	 37%		75.7 44.3	↑71%	-4%
VALUE	 10%		30.9 18.7	↑65%	-1%

