

INDEPENDENT MEXICAN RESTAURANTS MENU INSIGHTS REPORT

Q2 2026 QoQ

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

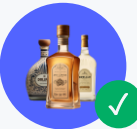
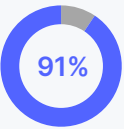
 **9.3K**
Accounts w/
Menu

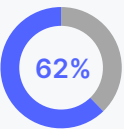
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Accounts w/
Cocktail Menu

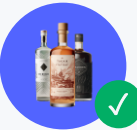
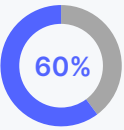
 **159K**
Total # of
Cocktails

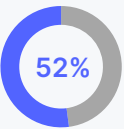
 **\$12.27**
Average
Cocktail Price

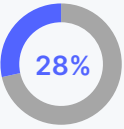
Breakdown by Spirits Category

 **8.3K**
Menus w/
Tequila Cocktail 

 **5.7K**
Menus w/
Liqueur Cocktail 

 **5.5K**
Menus w/
Rum Cocktail 

 **4.8K**
Menus w/
Vodka Cocktail 

 **2.6K**
Menus w/
Whiskey Cocktail 

Most Popular Classic Cocktails

COCKTAIL	MENU SHARE*
 MARGARITA	82%
 MICHELADA	41%
 SANGRIA	39%
 PALOMA	38%
 PIÑA COLADA	33%
 MOJITO	31%
 FROZEN DRINKS	29%
 SKINNY MARGARITA	21%
 BLOODY MARY	20%
 FROZEN MARGARITA	17%

*Percentage of cocktail menus that feature this cocktail



TEQUILA

MENU PERFORMANCE INDEPENDENT MEXICAN RESTAURANTS ACCOUNTS

Q2 2026 QoQ



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	27%
2	DON JULIO	DIAGEO	17%
3	1800	PROXIMO	16%
4	JOSE CUERVO	PROXIMO	16%
5	HORNITOS	SUNTORY	12%
6	HERRADURA	BROWN-FORMAN	11%
7	CAZADORES	BACARDÍ	9.0%
8 ▲1	CASAMIGOS	DIAGEO	8.2%

For example: Sauza is the 9th-ranked Tequila brand on Independent Mexican Restaurants cocktail menus, appearing on 7.9% of cocktail menus that have at least one Tequila cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	SAUZA	SUNTORY	7.9%
10 ▲1	EL JIMADOR	BROWN-FORMAN	6.8%
11 ▼1	MILAGRO	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	6.7%
12	ESPOLÒN	CAMPARI	6.5%
13	MAESTRO DOBEL	PROXIMO	4.6%
14	LUNAZUL	HEAVEN HILL BRANDS	3.6%
15 ▲2	TANTEO	Tanteo	3.3%
16	OLMECA ALTOS	Pernod Ricard	3.2%

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 40 Tequila brands with at least 1% Menu Share in Independent Mexican Restaurants.)



 Tequila in Independent Mexican Restaurants: Trending Up
Q2 2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CLASE AZUL		1.6%	▲ 15%
LALO		2.4%	▲ 15%
TRES AGAVES		1.7%	▲ 10%
PARTIDA		1.0%	▲ 6.7%
MIJENTA		1.0%	▲ 6.7%
TEREMANA		2.6%	▲ 6.1%
ASTRAL		1.0%	▲ 5.4%
ESPOLÒN		6.5%	▲ 5.3%

 Tequila in Independent Mexican Restaurants: Trending Down
Q2 2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CORRALEJO		2.8%	▼ 0.1%
HERRADURA		11%	▼ 0.5%
EXOTICO		1.0%	▼ 0.5%
TANTEO		3.3%	▼ 0.7%
MILAGRO		6.7%	▼ 0.7%
PUEBLO VIEJO		1.7%	▼ 0.9%
CABO WABO		2.7%	▼ 1.2%
1800		16%	▼ 1.3%

*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 Mexican Restaurants accounts, appearing on 89.5% of menus with at least one Tequila cocktail. Frozen Drinks grew the most, gaining 124.3% Menu Share.



Top Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	90%	▼ 1.6%
PALOMA	40%	▲ 1.9%
FROZEN DRINKS	29%	▲ 124%
SKINNY MARGARITA	22%	▲ 2.6%
FROZEN MARGARITA	17%	▼ 1.8%
TEQUILA SUNRISE	16%	▼ 1.0%
CANTARITO	14%	▲ 4.0%

Trending Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	29%	▲ 124%
LONG ISLAND ICED TEA	5.9%	▲ 108%
FRUIT-FLAVORED MARGARITA	9.0%	▲ 67%
ESPRESSO MARTINI	2.8%	▲ 22%
COSMOPOLITAN	1.3%	▲ 18%
MARTINI	4.6%	▲ 8.6%
SUNRISE	2.4%	▲ 5.1%

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 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.





LIQUEUR

MENU PERFORMANCE
INDEPENDENT INDEPENDENT MEXICAN
RESTAURANTS ACCOUNTS

Q2 2026 QoQ



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	GRAND MARNIER	CAMPARI	47%
2	COINTREAU	 RÉMY COINTREAU	32%
3	KAHLUA	 Pernod Ricard	15%
4	GRAN GALA	SAZERAC	13%
5 ▲3	LICOR 43	 Zamora company	9.2%
6	BAILEYS	DIAGEO	9.1%
7	ANCHO REYES	CAMPARI	8.9%
8 ▼3	MIDORI	SUNTORY	8.8%

For example: Chambord is the 9th-ranked Liqueur brand on Independent Mexican Restaurants cocktail menus, appearing on 7.9% of cocktail menus that have at least one Liqueur cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9	CHAMBORD	 BROWN-FORMAN	7.9%
10	ST. GERMAIN	 BACARDÍ	7.8%
11 ▲10	LUXARDO	 HOTALING & CO. IMPORTER-DISTILLER	4.4%
12 ▼1	DE KUYPER	SUNTORY	4.4%
13 ▼1	PAMA	 HEAVEN HILL BRANDS	3.3%
14 ▼1	JAGERMEISTER	Jägermeister	2.7%
15	RUM CHATA	GALLO	2.3%
16 ▼2	CHARTREUSE	 FREDERICK WILDMAN AND SONS, LTD.	2.3%

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 26 Liqueur brands with at least 1% Menu Share in Independent Mexican Restaurants.)



Liqueur in Independent Mexican Restaurants:
Trending Up

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
LUXARDO	 HOTALING & CO. IMPORTER-DISTILLER	4.4%	▲ 177%
MR BLACK	 DIAGEO	1.6%	▲ 26%
GIFFARD		2.1%	▲ 9.4%
DISARONNO	 ILLVA SARONNO	2.0%	▲ 7.9%
ST. GERMAIN	 BACARDÍ	7.8%	▲ 6.9%
LICOR 43		9.2%	▲ 5.5%
FRANGELICO	 CAMPARI	2.1%	▲ 4.8%
GRAND MARNIER	 CAMPARI	47%	▲ 3.2%



Liqueur in Independent Mexican Restaurants:
Trending Down

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CHINOLA		1.8%	—
ANCHO REYES	 CAMPARI	8.9%	▼ 0.4%
PAMA		3.3%	▼ 0.6%
HPNOTIQ		1.1%	▼ 1.5%
GRAN GALA	 SAZERAC	13%	▼ 1.9%
JAGERMEISTER	 Jägermeister	2.7%	▼ 2.0%
MIDORI	 SUNTORY	8.8%	▼ 4.2%
DE KUYPER	 SUNTORY	4.4%	▼ 5.2%

*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 Mexican Restaurants accounts, appearing on 74.5% of menus with at least one Liqueur cocktail. Appletini grew the most, gaining 176.0% Menu Share.



Top Liqueur Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	74%	▼ 1.3%
FROZEN DRINKS	13%	▲ 85%
CADILLAC MARGARITA	12%	▼ 2.8%
SANGRIA	12%	▲ 0.3%
SKINNY MARGARITA	10%	▲ 0.1%
MARTINI	10%	▼ 4.4%
CARAJILLO	9.6%	▲ 7.6%

Trending Liqueur Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
APPLETINI	1.5%	▲ 176%
LONG ISLAND ICED TEA	7.3%	▲ 89%
FROZEN DRINKS	13%	▲ 85%
FRUIT-FLAVORED MARGARITA	4.9%	▲ 51%
OLD FASHIONED	3.5%	▲ 44%
SPRITZ	1.1%	▲ 42%
ESPRESSO MARTINI	8.6%	▲ 19%

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.





RUM

MENU PERFORMANCE

INDEPENDENT MEXICAN RESTAURANTS
ACCOUNTS

Q2 2026 QoQ



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	19%
3	CAPTAIN MORGAN	DIAGEO	6.6%
4	MYERS'S	SAZERAC	3.6%
5	DON Q	SERRAVALLO'S	3.2%
6	CRUZAN	SUNTORY	2.9%
7 ▲1	GOSLING'S	Pernod Ricard	1.4%
8 ▼1	FLOR DE CAÑA	LUXURY SPIRITS INTERNATIONAL	1.4%

For example: Leblon is the 9th-ranked Rum brand on Independent Mexican Restaurants cocktail menus, appearing on 1.0% of cocktail menus that have at least one Rum cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▲1	LEBLON	BACARDÍ	1.0%
10 ▼1	PLANTERAY	MAISON FERRAND	0.9%
11 ▲1	SAILOR JERRY	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	0.7%
12 ▲3	DIPLOMÁTICO	BROWN-FORMAN	0.7%
13 ▼2	THE KRAKEN	PROXIMO	0.6%
14 ▼1	PARROT BAY	SAZERAC	0.5%
15 ▼1	CLEMENT	SPIRIBAM FINE SPIRITS FAMILY	0.4%
16	CALYPSO	SAZERAC	0.4%

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 9 Rum brands with at least 1% Menu Share in Independent Mexican Restaurants.)



 Rum in Independent Mexican Restaurants: Trending Up 2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
LEBLON	 BACARDÍ	1.0%	▲ 7.8%
GOSLING'S	 Pernod Ricard	1.4%	▲ 5.1%
MALIBU	 Pernod Ricard	19%	▲ 4.1%
CRUZAN	 SUNTORY	2.9%	▲ 3.8%
BACARDÍ	 BACARDÍ	22%	▲ 1.8%

 Rum in Independent Mexican Restaurants: Trending Down 2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
MYERS'S	 SAZERAC	3.6%	▼ 1.6%
DON Q	 SERRAVALLO	3.2%	▼ 3.9%
CAPTAIN MORGAN	 DIAGEO	6.6%	▼ 7.0%
FLOR DE CAÑA	 LUXURY SPIRITS INTERNATIONAL	1.4%	▼ 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.

Piña Colada is the most popular Rum cocktail in Independent Mexican Restaurants accounts, appearing on 52.1% of menus with at least one Rum cocktail. Fruit-Flavored Margarita grew the most, gaining 756.0% Menu Share.



Top Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
PIÑA COLADA	52%	▼ 0.5%
MOJITO	50%	▲ 0.4%
DAIQUIRI	16%	▼ 29%
MARGARITA	9.7%	▲ 16%
LONG ISLAND ICED TEA	9.1%	▲ 104%
BAHAMA MAMA	9.0%	▲ 2.9%
MAI TAI	7.0%	▲ 1.2%

Trending Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FRUIT-FLAVORED MARGARITA	1.2%	▲ 756%
LONG ISLAND ICED TEA	9.1%	▲ 104%
FROZEN DRINKS	5.0%	▲ 81%
MARGARITA	9.7%	▲ 16%
TIKI	1.0%	▲ 9.5%
RUM RUNNER	1.1%	▲ 5.5%
COLADA	5.8%	▲ 4.7%

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.





VODKA

MENU PERFORMANCE
INDEPENDENT MEXICAN RESTAURANTS
ACCOUNTS

Q2 2026 QoQ



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		23%
2	ABSOLUT		7.4%
3	GREY GOOSE		4.8%
4	SMIRNOFF		4.6%
5	KETEL ONE		3.8%
6	DEEP EDDY		3.5%
7	STOLI		3.2%
8	CÎROC		1.7%

For example: Skyy is the 9th-ranked Vodka brand on Independent Mexican Restaurants cocktail menus, appearing on 1.6% of cocktail menus that have at least one Vodka cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9	SKYY		1.6%
10	THREE OLIVES		1.2%
11 ▲3	NEW AMSTERDAM		1.0%
12 ▼1	EFFEN		0.9%
13 ▲2	SVEDKA		0.8%
14 ▼2	WHEATLEY		0.7%
15 ▲2	ICEBERG		0.6%
16	WESTERN SON		0.6%

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 11 Vodka brands with at least 1% Menu Share in Independent Mexican Restaurants.)



 Vodka in Independent Mexican Restaurants: Trending Up
2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
NEW AMSTERDAM	GALLO	1.0%	▲ 35%
KETEL ONE	DIAGEO	3.8%	▲ 10%
THREE OLIVES	PROXIMO	1.2%	▲ 9.9%
STOLI	STOLI GROUP	3.2%	▲ 8.1%
DEEP EDDY	HEAVEN HILL BRANDS	3.5%	▲ 6.2%
TITO'S	Tito's Handmade Vodka LALO TEQUILA	23%	▲ 3.2%
SKYY	CAMPARI	1.6%	▲ 2.4%
ABSOLUT	Pernod Ricard	7.4%	▲ 1.8%

 Vodka in Independent Mexican Restaurants: Trending Down
2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CÎROC	DIAGEO	1.7%	▼ 6.9%

*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.

Bloody Mary is the most popular Vodka cocktail in Independent Mexican Restaurants accounts, appearing on 36.6% of menus with at least one Vodka cocktail. Appletini grew the most, gaining 184.6% Menu Share.



Top Vodka Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
BLOODY MARY	37%	▼ 2.3%
LONG ISLAND ICED TEA	26%	▲ 28%
MARTINI	18%	▼ 9.7%
S*X ON THE BEACH	12%	▼ 6.8%
ESPRESSO MARTINI	11%	▲ 13%
COSMOPOLITAN	11%	▲ 6.2%
MULE	10%	▼ 3.4%

Trending Vodka Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
APPLETINI	2.9%	▲ 185%
SPRITZ	1.4%	▲ 77%
FROZEN DRINKS	2.2%	▲ 64%
LONG ISLAND ICED TEA	26%	▲ 28%
LYCHEE MARTINI	1.2%	▲ 26%
ESPRESSO MARTINI	11%	▲ 13%
KAMIKAZE SHOT	1.9%	▲ 9.5%

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.





WHISKEY

MENU PERFORMANCE
INDEPENDENT INDEPENDENT MEXICAN
RESTAURANTS ACCOUNTS

Q2 2026 QoQ



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	JACK DANIEL'S	 BROWN-FORMAN	14%
2	CROWN ROYAL	DIAGEO	7.1%
3	MAKER'S MARK	SUNTORY	7.0%
4	JAMESON	 Pernod Ricard	6.5%
5 ▲1	BULLEIT	DIAGEO	5.0%
6 ▲3	BUFFALO TRACE	SAZERAC	4.1%
7	WOODFORD RESERVE	 BROWN-FORMAN	4.0%
8 ▼3	FIREBALL	SAZERAC	3.9%

For example: Southern Comfort is the 9th-ranked Whiskey brand on Independent Mexican Restaurants cocktail menus, appearing on 3.8% of cocktail menus that have at least one Whiskey cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	SOUTHERN COMFORT	SAZERAC	3.8%
10	JIM BEAM	SUNTORY	3.6%
11 ▲1	OLD FORESTER	 BROWN-FORMAN	2.3%
12 ▼1	ABASOLO	CASA LUMBRE SPIRITS	2.3%
13	FOUR ROSES	 KIRIN	1.8%
14 ▼1	BUCHANAN'S	DIAGEO	1.7%
15	ELIJAH CRAIG	 HEAVEN HILL BRANDS	1.4%
16	OLE SMOKY		1.3%

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 17 Whiskey brands with at least 1% Menu Share in Independent Mexican Restaurants.)



Whiskey in Independent Mexican Restaurants:
Trending Up

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
JIM BEAM	SUNTORY	3.6%	▲ 16%
BUFFALO TRACE	SAZERAC	4.1%	▲ 15%
BULLEIT	DIAGEO	5.0%	▲ 14%
FOUR ROSES	KIRIN	1.8%	▲ 6.7%
OLD FORESTER	BROWN-FORMAN	2.3%	▲ 2.7%
BUCHANAN'S	DIAGEO	1.7%	▲ 2.1%
WOODFORD RESERVE	BROWN-FORMAN	4.0%	▲ 1.5%



Whiskey in Independent Mexican Restaurants:
Trending Down

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
MAKER'S MARK	SUNTORY	7.0%	▼ 1.0%
ELIJAH CRAIG	HEAVEN HILL BRANDS	1.4%	▼ 1.1%
OLE SMOKY	Old Smoky Distillery	1.3%	▼ 1.2%
SOUTHERN COMFORT	SAZERAC	3.8%	▼ 1.6%
JACK DANIEL'S	BROWN-FORMAN	14%	▼ 3.2%
JAMESON	Pernod Ricard	6.5%	▼ 4.5%
KNOB CREEK	SUNTORY	1.1%	▼ 7.9%
CROWN ROYAL	DIAGEO	7.1%	▼ 8.0%

*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.



Old Fashioned is the most popular Whiskey cocktail in Independent Mexican Restaurants accounts, appearing on 29.0% of menus with at least one Whiskey cocktail. Frozen Drinks grew the most, gaining 102.7% Menu Share.



Top Whiskey Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
OLD FASHIONED	29%	▲ 3.3%
MARGARITA	9.8%	▼ 4.9%
MANHATTAN	7.1%	▼ 4.8%
WHISKEY SOUR	6.5%	▼ 6.1%
MULE	4.5%	▼ 8.8%
IRISH COFFEE	4.3%	▲ 9.2%
SHOT	3.9%	▼ 2.4%

Trending Whiskey Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	1.3%	▲ 103%
7 & 7	1.4%	▲ 63%
WHISKEY & COLA	1.3%	▲ 30%
BOURBON SMASH	1.6%	▲ 26%
GREEN TEA SHOT	1.2%	▲ 24%
IRISH COFFEE	4.3%	▲ 9.2%
VEGAS BOMB SHOT	3.7%	▲ 6.6%

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.





GIN

MENU PERFORMANCE

INDEPENDENT MEXICAN RESTAURANTS
ACCOUNTS

Q2 2026 QoQ



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	BOMBAY	BACARDÍ	6.7%
2	BULLDOG	CAMPARI	6.6%
3	TANQUERAY	DIAGEO	5.1%
4	HENDRICK'S	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1840	4.6%
5	EMPRESS 1908	MILESTONE	4.2%
6	THE BOTANIST	RÉMY COINTREAU	2.4%
7	FORDS GIN	BROWN-FORMAN	2.2%
8	BEEFEATER	Pernod Ricard	1.5%

For example: Roku is the 9th-ranked Gin brand on Independent Mexican Restaurants cocktail menus, appearing on 1.0% of cocktail menus that have at least one Gin cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▲1	ROKU	SUNTORY	1.0%
10 ▲1	AVIATION	DIAGEO	0.8%
11 ▼2	LAS CALIFORNIAS	CASA LUMBRE SPIRITS	0.7%
12	MALFY	Pernod Ricard	0.5%
13	GORDON'S	DIAGEO	0.4%
14 ▲4	NOLET'S	NOLET'S FINEST GINS	0.3%
14 ▼1	DRUMSHANBO	PALM BAY INTERNATIONAL	0.3%
16 ▼1	GRAY WHALE	DEUTSCH FAMILY WINE & SPIRITS	0.3%

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 9 Gin brands with at least 1% Menu Share in Independent Mexican Restaurants.)



 Gin in Independent Mexican Restaurants: Trending Up
2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
EMPRESS 1908		4.2%	▲ 54%
FORDS GIN	 BROWN-FORMAN	2.2%	▲ 28%
HENDRICK'S	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	4.6%	▲ 15%
THE BOTANIST	 RÉMY COINTREAU	2.4%	▲ 10%
ROKU	SUNTORY	1.0%	▲ 10%
BULLDOG	CAMPARI	6.6%	▲ 8.7%
BOMBAY	 BACARDÍ	6.7%	▲ 6.9%

 Gin in Independent Mexican Restaurants: Trending Down
2026 QoQ

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
TANQUERAY	DIAGEO	5.1%	▼ 1.7%
BEEFEATER	 Pernod Ricard	1.5%	▼ 9.6%

*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.

Long Island Iced Tea is the most popular Gin cocktail in Independent Mexican Restaurants accounts, appearing on 23.7% of menus with at least one Gin cocktail. Long Island Iced Tea grew the most, gaining 97.2% Menu Share.



Top Gin Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
LONG ISLAND ICED TEA	24%	▲ 97%
MARTINI	8.3%	▲ 9.3%
MARGARITA	7.6%	▼ 0.8%
GIN & TONIC	5.7%	▲ 11%
NEGRONI	4.0%	▲ 11%
TOM COLLINS	3.5%	▲ 8.1%
SPRITZ	2.3%	▲ 20%

Trending Gin Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
LONG ISLAND ICED TEA	24%	▲ 97%
BEE'S KNEES	1.3%	▲ 23%
GIMLET	1.8%	▲ 22%
SPRITZ	2.3%	▲ 20%
GIN & TONIC	5.7%	▲ 11%
NEGRONI	4.0%	▲ 11%
MARTINI	8.3%	▲ 9.3%

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.



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

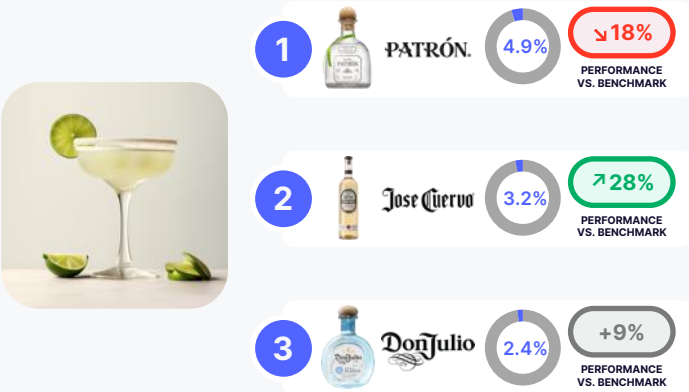
Venue Profile

Example: Top 3 Whiskey Brands in Independent Steak Houses



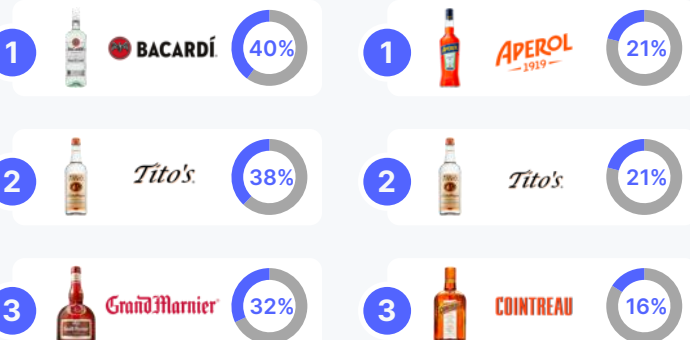
Cocktails

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