



NEGRONI INSIGHTS

NATIONAL





Category Mentions

Top Categories



For example: Consumers are 1061% more likely to mention Gin when posting about Negroni than in their overall on-premise posts.

Category	Volume	Index vs. Total On-Premise*
GIN		↑1061%
TEQUILA		↓71%
MEZCAL		↑83%
LIQUEUR		↓24%
RUM		↓65%
AMERICAN WHISKEY		↓78%
WHISKEY		↓79%

*Index compared to share of occasion mentions nationally

Trending Categories



For example: Gin share of Negroni category mentions increased by 0% nationally over the past two years.

Category	Index vs. Total On-Premise*	2-Year Growth**
GIN	↑1061%	—

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

Occasion Mentions

Top Occasions



For example: Consumers are 505% more likely to mention Happy Hour when posting about Negroni than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR		↑505%
DINNER		↑45%
FRIENDS		↓15%
PARTY		↓29%
DATE NIGHT		↑102%
BRUNCH		+3%
TRAVEL		↑19%

*Index compared to share of occasion mentions nationally

Trending Occasions



For example: Pre-Game share of Negroni occasion mentions increased by 69% nationally over the past two years.

Occasion	Index vs. Total On-Premise*	2-Year Growth**
PRE-GAME	↑46%	▲69%
FOURTH OF JULY	+4%	▲62%
VALENTINES DAY	↑67%	▲61%
LUNAR NEW YEAR	↑49%	▲13%
HAPPY HOUR	↑505%	▲7.4%
TRAVEL	↑19%	▲1.9%
LATE NIGHT	↑22%	▲1.9%

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





Categories in Negronis



For example: 77% of Negroni sfeature Gin; that category's menu share of Negroni has declined 2% year-over-year. Vodka is the fastest-growing, with 12% growth since the prior year.

Category	Cocktail Share	Growth
GIN	77%	-2%
MEZCAL	9.2%	+5%
WHISKEY	2.5%	↘20%
AMERICAN WHISKEY	1.9%	↘19%
RUM	1.8%	+7%
TEQUILA	1.6%	+6%
VODKA	1.1%	+12%

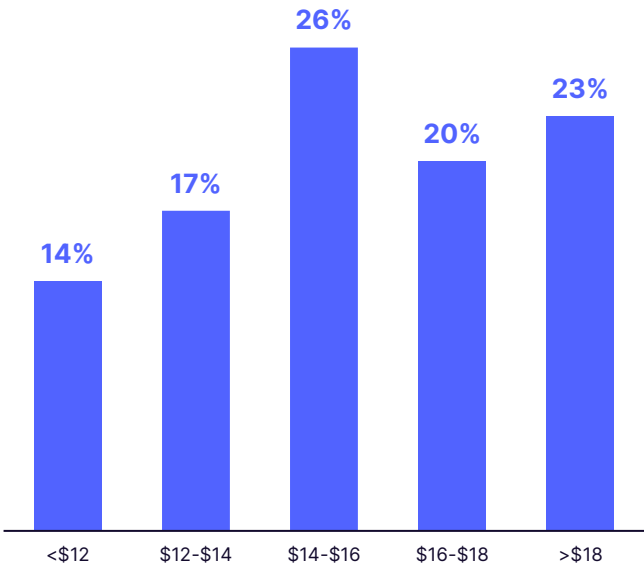
*Change in share of menu placements from Dec 2024 to Dec 2025

\$ Cocktail Price Insights



\$14.95

Average Negroni price nationally



Negroni Flavors

Top Negroni Flavors



Orange is the most common flavor in Negronis, appearing in 18% of Negronis on menu in December 2025.

Flavor	Cocktail Share	YoY Growth*
ORANGE	18%	-8%
LEMON	3.9%	↗31%
COFFEE	2.4%	+14%
STRAWBERRY	2.1%	↑67%
CHOCOLATE	2.1%	↗34%
GRAPEFRUIT	1.9%	+2%
CITRUS	1.2%	↗45%

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

Trending Negroni Flavors



Strawberry is the fastest-growing flavor in Negronis, with 67% growth since the prior year.

Flavor	Cocktail Share	YoY Growth*
STRAWBERRY	2.1%	↑67%
CITRUS	1.2%	↗45%
CHOCOLATE	2.1%	↗34%
COCONUT	0.9%	↗32%
LIME	0.8%	↗31%
LEMON	3.9%	↗31%
PINEAPPLE	1.0%	↗20%

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





Sales by Category in Top Negroni Accounts

For example: In top Negroni accounts, Tequila is the best-selling category, averaging 43.3 9L depletions per account in the R12 period ending December 2025. On average, top Negroni accounts sell 32% 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	 26%		43.3 32.8	↗ 32%	-9%
WHISKEY	 26%		41.3 29.3	↗ 41%	-7%
VODKA	 22%		37.3 23.3	↑ 60%	+5%
LIQUEUR	 11%		18.2 14.6	↗ 25%	+4%
RUM	 7.4%		13.7 12.9	+6%	-3%
GIN	 6.4%		11.4 5.2	↑ 120%	+2%
COGNAC	 0.9%		3.2 3.1	+4%	-2%

Sales by Price Tier in Top Negroni Accounts

For example: In top Negroni accounts, Premium is the best-selling price tier overall, averaging 55.7 9L depletions per account in the R12 period ending December 2025. That is 65% more Premium depletions than the average account nationally. Over the past two years, average Premium depletions in top Negroni accounts have declined by 6%.

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%		0.68 0.49	↗ 37%	+4%
PRESTIGE	 0.6%		1.8 1.1	↑ 62%	-8%
ULTRA PREMIUM	 11%		20.4 13.9	↗ 47%	-9%
SUPER PREMIUM	 22%		36.6 14.6	↑ 151%	+6%
PREMIUM	 34%		55.7 33.8	↑ 65%	-6%
STANDARD	 28%		47.8 44.3	+8%	-5%
VALUE	 4.5%		19.9 18.7	+7%	+4%

