

ILLINOIS 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

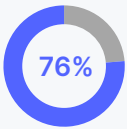
 **3.6K**
Accounts w/
Menu

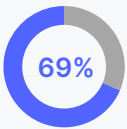
 **3.3K**
Accounts w/
Cocktail Menu

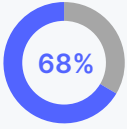
 **47.1K**
Total # of
Cocktails

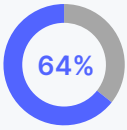
 **\$12.99**
Average
Cocktail Price

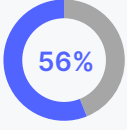
Breakdown by Spirits Category

 **2.5K**
Menus w/
Vodka Cocktail 

 **2.3K**
Menus w/
Cordial Cocktail 

 **2.3K**
Menus w/
Tequila Cocktail 

 **2.1K**
Menus w/
Whiskey Cocktail 

 **1.9K**
Menus w/
Rum Cocktail 

Most Popular Classic Cocktails

COCKTAIL	MENU SHARE*
 MARGARITA	48%
 OLD FASHIONED	39%
 MARTINI	27%
 ESPRESSO MARTINI	26%
 BLOODY MARY	26%
 MIMOSA	23%
 MULE	20%
 PALOMA	20%
 MANHATTAN	19%
 SANGRIA	19%

*Percentage of cocktail menus that feature this cocktail





VODKA

MENU PERFORMANCE

INDEPENDENT ILLINOIS 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	KETEL ONE	DIAGEO	13%
3	ABSOLUT		12%
3	GREY GOOSE		12%
5	STOLI		5.0%
6	SMIRNOFF	DIAGEO	4.7%
7	WHEATLEY	SAZERAC	4.0%
8	DEEP EDDY		3.5%

For example: Three Olives is the 9th-ranked Vodka brand on independent Illinois cocktail menus, appearing on 3.4% of cocktail menus that have at least one Vodka cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9	THREE OLIVES		3.4%
10	EFFEN	SUNTORY	3.2%
11	NEW AMSTERDAM	GALLO	1.9%
12	HAKU	SUNTORY	1.8%
13	SKYY	CAMPARI	1.3%
14	BELVEDERE	LVMH	1.3%
15	PEARL	luxco	1.1%
16	SVEDKA	SAZERAC	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 Illinois.)



 Vodka in Illinois: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
HAKU	SUNTORY	1.8%	▲ 25%
SVEDKA	SAZERAC	1.0%	▲ 21%
SKYY	CAMPARI	1.3%	▲ 13%
GREY GOOSE	BACARDÍ	12%	▲ 11%
NEW AMSTERDAM	GALLO	1.9%	▲ 8.5%
KETEL ONE	DIAGEO	13%	▲ 6.6%
THREE OLIVES	PROXIMO	3.4%	▲ 1.6%
WHEATLEY	SAZERAC	4.0%	▲ 1.3%

 Vodka in Illinois: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
STOLI	STOLI GROUP	5.0%	▼ 1.5%
DEEP EDDY	HEAVEN HILL BRANDS	3.5%	▼ 4.5%
ABSOLUT	Pernod Ricard	12%	▼ 4.8%
TITO'S	Tito's Handmade Vodka LALO TEQUILA	26%	▼ 5.4%
SMIRNOFF	DIAGEO	4.7%	▼ 6.9%
EFFEN	SUNTORY	3.2%	▼ 22%
PEARL	luxco	1.1%	▼ 26%

*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 Illinois accounts, appearing on 32.7% of menus with at least one Vodka cocktail. Vesper Martini grew the most, gaining 768.0% Menu Share.



Top Vodka Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
BLOODY MARY	33%	▼ 2.2%
ESPRESSO MARTINI	32%	▲ 15%
MARTINI	30%	▼ 12%
MULE	19%	▼ 3.9%
COSMOPOLITAN	18%	▲ 0.7%
LEMON DROP MARTINI	13%	▲ 190%
MOSCOW MULE	12%	▼ 7.3%

Trending Vodka Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
VESPER MARTINI	1.9%	▲ 768%
HIGHBALL	1.0%	▲ 195%
LEMON DROP MARTINI	13%	▲ 190%
APPLETINI	3.8%	▲ 78%
MICHELADA	1.4%	▲ 77%
FROZEN DRINKS	2.3%	▲ 69%
GREYHOUND	1.2%	▲ 45%

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 ILLINOIS 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	10%
2	CASAMIGOS	DIAGEO	8.5%
3	CORAZÓN	SAZERAC	7.6%
4 ▲1	JOSE CUERVO	PROXIMO	7.2%
5 ▼1	DON JULIO	DIAGEO	6.9%
6	MILAGRO	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1847	3.9%
7	1800	PROXIMO	3.4%
8 ▲4	GRAN CENTENARIO	PROXIMO	2.9%

For example: Cazadores is the 9th-ranked Tequila brand on independent Illinois cocktail menus, appearing on 2.4% of cocktail menus that have at least one Tequila cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	CAZADORES	BACARDÍ	2.4%
9 ▲5	ESPOLÓN	CAMPARI	2.4%
11	OLMECA ALTOS	Pernod Ricard	2.4%
12 ▼2	EL JIMADOR	BROWN-FORMAN	2.3%
13	HORNITOS	SUNTORY	2.2%
14 ▼5	HERRADURA	BROWN-FORMAN	2.1%
15 ▲1	FLECHA AZUL	FLECHA AZUL TEQUILA	1.9%
16 ▼1	MAESTRO DOBEL	PROXIMO	1.8%

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 31 Tequila brands with at least 1% Menu Share in Illinois.)



 Tequila in Illinois: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
GHOST	 M+S WALKER VALUE BRANDS	1.2%	▲ 134%
G4 TEQUILA		1.8%	▲ 36%
SAUZA		1.4%	▲ 34%
GRAN CENTENARIO	 PROXIMO	2.9%	▲ 33%
CASA NOBLE	 Constellation Brands	1.0%	▲ 32%
MI CAMPO	 Constellation Brands	1.3%	▲ 26%
ASTRAL		1.1%	▲ 24%
ESPOLÒN		2.4%	▲ 17%

 Tequila in Illinois: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
EL JIMADOR	 BROWN-FORMAN	2.3%	▼ 0.7%
CORAZÓN		7.6%	▼ 2.0%
TRES AGAVES	 TRINCHERO FAMILY WINE AND SPIRITS	1.2%	▼ 2.1%
1800	 PROXIMO	3.4%	▼ 4.6%
DON JULIO		6.9%	▼ 5.6%
TANTEO		1.2%	▼ 8.2%
CAZADORES		2.4%	▼ 11%
TEREMANA	 TEREMANA SMALL BATCH TEQUILA Jägermeister	1.2%	▼ 16%

*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 Illinois accounts, appearing on 67.4% of menus with at least one Tequila cocktail. Frozen Drinks grew the most, gaining 158.6% Menu Share.



Top Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	67%	▲ 2.2%
PALOMA	26%	▲ 3.8%
SPICY MARGARITA	7.6%	▲ 31%
FROZEN DRINKS	6.4%	▲ 159%
TEQUILA SUNRISE	6.3%	▼ 10%
LONG ISLAND ICED TEA	5.1%	▲ 96%
CANTARITO	5.0%	▲ 13%

Trending Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	6.4%	▲ 159%
FRUIT-FLAVORED MARGARITA	4.0%	▲ 136%
LONG ISLAND ICED TEA	5.1%	▲ 96%
BLOODY MARY	1.9%	▲ 95%
BEERGARITA	2.5%	▲ 82%
SANGRIA	1.5%	▲ 52%
SPRITZ	1.2%	▲ 34%

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.





RUM

MENU PERFORMANCE

INDEPENDENT ILLINOIS 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	15%
3	CAPTAIN MORGAN	DIAGEO	8.4%
4 ▲1	PLANTERAY	MAISON FERRAND PRODUCTION INDEPENDANT DE FORT-LAURENCE, QUÉBEC	5.4%
4 ▲2	CRUZAN	SUNTORY	5.4%
6 ▼2	MYERS'S	SAZERAC	4.6%
7	GOSLING'S	Pernod Ricard	3.0%
8	DON Q	SERRAVALLO'S	1.9%

For example: Bumbu is the 8th-ranked Rum brand on independent Illinois cocktail menus, appearing on 1.9% of cocktail menus that have at least one Rum cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
8 ▲4	BUMBU	SOVEREIGN BRANDS	1.9%
10 ▼2	EL DORADO	DEMERARA DISTILLERS LIMITED	1.9%
11	THE KRAKEN	PROXIMO	1.3%
12 ▼2	DIPLOMÁTICO	BROWN-FORMAN	1.3%
13 ▲2	MOUNT GAY	RÉMY COINTREAU	1.1%
14	ZACAPA	DIAGEO	1.0%
15 ▼2	APPLETON	CAMPARI	0.9%
16 ▲6	FLOR DE CAÑA	LUXURY SPIRITS INTERNATIONAL	0.7%

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 14 Rum brands with at least 1% Menu Share in Illinois.)



 Rum in Illinois: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
BUMBU	SOVEREIGN BRANDS	1.9%	▲ 45%
CRUZAN	SUNTORY	5.4%	▲ 41%
PLANTERAY	MAISON FERRAND	5.4%	▲ 39%
MOUNT GAY	RÉMY COINTREAU	1.1%	▲ 34%
CAPTAIN MORGAN	DIAGEO	8.4%	▲ 15%
ZACAPA	DIAGEO	1.0%	▲ 15%
MYERS'S	SAZERAC	4.6%	▲ 7.6%
BACARDÍ	BACARDÍ	22%	▲ 4.7%

 Rum in Illinois: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
MALIBU	Pernod Ricard	15%	▼ 2.7%
THE KRAKEN	PROXIMO	1.3%	▼ 2.8%
GOSLING'S	Pernod Ricard	3.0%	▼ 3.0%
DIPLOMÁTICO	BROWN-FORMAN	1.3%	▼ 9.9%
DON Q	SHRIMPS	1.9%	▼ 11%
EL DORADO	DEMERARA DISTILLERS LIMITED	1.9%	▼ 13%

*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 Illinois accounts, appearing on 24.5% of menus with at least one Rum cocktail. Long Island Iced Tea grew the most, gaining 98.2% Menu Share.



Top Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MOJITO	24%	▼ 7.5%
PIÑA COLADA	16%	▼ 7.7%
MAI TAI	12%	▼ 4.9%
DAIQUIRI	9.1%	▼ 33%
LONG ISLAND ICED TEA	6.5%	▲ 98%
MARTINI	5.6%	▼ 13%
RUM PUNCH	4.5%	▲ 7.6%

Trending Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
LONG ISLAND ICED TEA	6.5%	▲ 98%
FROZEN DRINKS	3.0%	▲ 94%
SPRITZ	1.0%	▲ 59%
JUNGLE BIRD	1.9%	▲ 35%
HEMINGWAY DAIQUIRI	1.2%	▲ 33%
PAINKILLER	2.2%	▲ 24%
ESPRESSO MARTINI	1.3%	▲ 24%

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 ILLINOIS 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 1840	16%
2	TANQUERAY	DIAGEO	10%
3	BOMBAY	BACARDÍ	8.2%
4 ▲1	EMPRESS 1908	MILESTONE	6.0%
5 ▼1	BEEFEATER	Pernod Ricard	5.6%
6 ▲1	ROKU	SUNTORY	3.9%
7 ▼1	FORDS GIN	BROWN-FORMAN	3.7%
8	THE BOTANIST	RÉMY COINTREAU	3.4%

For example: Aviation is the 9th-ranked Gin brand on independent Illinois cocktail menus, appearing on 3.0% of cocktail menus that have at least one Gin cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9	AVIATION	DIAGEO	3.0%
10 ▼1	CITADELLE	MAISON FERRAND PRODUCTION INDEPENDANT DE FAMILIAUX DISTILLERIES	2.0%
11 ▲1	BROKER'S	MCCORMICK DISTILLING COMPANY BORN 1848 WITH THE PONY EXPRESS	0.9%
12 ▲1	SIPSMITH	SUNTORY	0.9%
12 ▲4	NOLET'S	NOLET'S FINEST GINS	0.9%
12 ▲3	DRUMSHANBO	PALM BAY INTERNATIONAL	0.9%
15 ▼4	MALFY	Pernod Ricard	0.8%
16 ▲1	MCQUEEN AND THE VIOLET FOG		0.7%



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 10 Gin brands with at least 1% Menu Share in Illinois.)



Gin in Illinois: Trending Up

Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
EMPRESS 1908		6.0%	▲ 36%
BEEFEATER		5.6%	▲ 21%
AVIATION	DIAGEO	3.0%	▲ 19%
HENDRICK'S		16%	▲ 9.8%
TANQUERAY	DIAGEO	10%	▲ 8.6%
BOMBAY	 BACARDÍ	8.2%	▲ 5.1%
THE BOTANIST	 RÉMY COINTREAU	3.4%	▲ 3.7%



Gin in Illinois: Trending Down

Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
ROKU	SUNTORY	3.9%	▼ 0.3%
FORDS GIN	 BROWN-FORMAN	3.7%	▼ 8.8%
CITADELLE	 MAISON FERRAND	2.0%	▼ 23%

*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 Illinois accounts, appearing on 20.9% of menus with at least one Gin cocktail. Vesper Martini grew the most, gaining 848.3% Menu Share.



Top Gin Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
NEGRONI	21%	▼ 0.8%
MARTINI	15%	▼ 8.0%
FRENCH 75	9.8%	▲ 10%
GIMLET	7.9%	▲ 14%
LONG ISLAND ICED TEA	7.6%	▲ 92%
BEE'S KNEES	5.6%	▲ 1.0%
GIN & TONIC	5.3%	▼ 14%

Trending Gin Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
VESPER MARTINI	3.1%	▲ 848%
LONG ISLAND ICED TEA	7.6%	▲ 92%
SOUTHSIDE	1.0%	▲ 52%
WHITE NEGRONI	1.2%	▲ 43%
HIGHBALL	1.2%	▲ 19%
GIMLET	7.9%	▲ 14%
SPRITZ	5.0%	▲ 11%

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.





WHISKEY

MENU PERFORMANCE

INDEPENDENT ILLINOIS 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 ▲2	MAKER'S MARK	SUNTORY	11%
2 ▼1	BULLEIT	DIAGEO	11%
3 ▼1	JAMESON	 Pernod Ricard	8.9%
4 ▲2	SAZERAC RYE	SAZERAC	7.8%
5 ▲2	JACK DANIEL'S	 BROWN-FORMAN	7.7%
6 ▼2	BUFFALO TRACE	SAZERAC	7.4%
7 ▼3	OLD FORESTER	 BROWN-FORMAN	7.3%
8 ▲3	JIM BEAM	SUNTORY	5.3%

For example: Four Roses is the 9th-ranked Whiskey brand on independent Illinois cocktail menus, appearing on 4.8% of cocktail menus that have at least one Whiskey cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	FOUR ROSES	 KIRIN	4.8%
9 ▲1	CROWN ROYAL	DIAGEO	4.8%
9	WOODFORD RESERVE	 BROWN-FORMAN	4.8%
12	KNOB CREEK	SUNTORY	4.3%
13	HIGH WEST	 Constellation Brands	3.8%
14	RITTENHOUSE	 HEAVEN HILL BRANDS	3.2%
15 ▼1	FIREBALL	SAZERAC	2.6%
15 ▲5	TULLAMORE DEW	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1867	2.6%

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 37 Whiskey brands with at least 1% Menu Share in Illinois.)



 Whiskey in Illinois: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
JOHNNIE WALKER	DIAGEO	1.8%	▲ 108%
DEWAR'S	BACARDÍ	2.0%	▲ 84%
MONKEY SHOULDER	WILLIAM GRANT & SONS INDEPENDENT FAMILY DISTILLERS SINCE 1887	1.2%	▲ 41%
REDEMPTION	DEUTSCH FAMILY WINE & SPIRITS	1.3%	▲ 37%
JIM BEAM	SUNTORY	5.3%	▲ 34%
EVAN WILLIAMS	HEAVEN HILL BRANDS	2.2%	▲ 32%
JACK DANIEL'S	BROWN-FORMAN	7.7%	▲ 28%
MICHTER'S	CHATHAM IMPORTS, INC.	1.1%	▲ 28%

 Whiskey in Illinois: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
BUFFALO TRACE	SAZERAC	7.4%	▼ 3.0%
OLD FORESTER	BROWN-FORMAN	7.3%	▼ 4.2%
WOODFORD RESERVE	BROWN-FORMAN	4.8%	▼ 4.3%
ANGEL'S ENVY	BACARDÍ	2.4%	▼ 6.1%
JAMESON	Pernod Ricard	8.9%	▼ 7.2%
FOUR ROSES	KIRIN	4.8%	▼ 8.3%
OLD OVERHOLT	SUNTORY	1.1%	▼ 8.5%
FEW		1.6%	▼ 9.2%

*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 Illinois accounts, appearing on 57.1% of menus with at least one Whiskey cocktail. Frozen Drinks grew the most, gaining 291.6% Menu Share.



Top Whiskey Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
OLD FASHIONED	57%	▼ 0.8%
MANHATTAN	28%	▼ 7.5%
WHISKEY SOUR	7.9%	▲ 1.4%
MULE	6.1%	▼ 8.5%
SHOT	5.3%	▼ 24%
IRISH COFFEE	5.1%	▼ 11%
SMASH	4.3%	▲ 1.3%

Trending Whiskey Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	1.0%	▲ 292%
VIEUX CARRÉ	1.7%	▲ 75%
MARGARITA	1.4%	▲ 38%
HIGHBALL	2.7%	▲ 34%
GOLD RUSH	2.1%	▲ 29%
GREEN TEA SHOT	1.3%	▲ 25%
PAPER PLANE	4.2%	▲ 17%

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.





CORDIALS

MENU PERFORMANCE

INDEPENDENT ILLINOIS ACCOUNTS

Q2 2026 YoY



Ground Signal calculates menu share for each Cordials 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 Cordials cocktail.



Cordials Cocktail Menu Share
Q2 26

RANK	BRAND	SUPPLIER	MENU SHARE
1	APEROL	CAMPARI	33%
2	COINTREAU	 RÉMY COINTREAU	19%
3	CAMPARI	CAMPARI	18%
4	KAHLUA	 Pernod Ricard	17%
5	ST. GERMAIN	 BACARDÍ	15%
6 ▲1	GRAND MARNIER	CAMPARI	13%
7 ▼1	BAILEYS	DIAGEO	12%
8	CHAMBORD	 BROWN-FORMAN	11%

For example: Mr Black is the 9th-ranked Cordials brand on independent Illinois cocktail menus, appearing on 8.3% of cocktail menus that have at least one Cordials cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
9	MR BLACK	DIAGEO	8.3%
10 ▲1	LICOR 43	 Zamora company	7.9%
11 ▼1	LUXARDO	 HOTALING & CO. IMPORTER-DISTILLER	6.9%
12 ▲2	CHARTREUSE	 IMPORTER FREDERICK WILDMAN C AND SON, LTD., NEW YORK	6.4%
13 ▲2	NONINO	 TERLATO ALWAYS EXCEPTIONAL	6.0%
14 ▼1	LILLET	 Pernod Ricard	5.8%
15 ▲1	ANCHO REYES	CAMPARI	5.6%
16 ▲1	GIFFARD	 BACK BAR PROJECT	5.0%

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 47 Cordials brands with at least 1% Menu Share in Illinois.)



 Cordials in Illinois: Trending Up
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
ST. ELDER		1.9%	▲ 65%
TIA MARIA		1.1%	▲ 51%
BORGHETTI		3.1%	▲ 42%
CHAREAU		1.7%	▲ 41%
PIMMS		2.6%	▲ 39%
MONTENEGRO		4.0%	▲ 35%
SALERS		1.0%	▲ 25%
BENEDICTINE		3.6%	▲ 20%

 Cordials in Illinois: Trending Down
Q2 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
DISARONNO		2.7%	▼ 1.0%
FRANGELICO		4.3%	▼ 1.5%
MIDORI		4.4%	▼ 2.9%
GALLIANO		1.0%	▼ 3.6%
CAMPARI		18%	▼ 4.0%
PAMA		3.7%	▼ 6.1%
JAGERMEISTER		2.0%	▼ 7.3%
COINTREAU		19%	▼ 9.5%

*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Cordials 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 Cordials cocktail in independent Illinois accounts, appearing on 35.0% of menus with at least one Cordials cocktail. Lemon Drop Martini grew the most, gaining 282.6% Menu Share.



Top Cordials Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	35%	▲ 1.5%
ESPRESSO MARTINI	27%	▲ 21%
MARTINI	20%	▼ 9.4%
APERITIF SPRITZ	17%	▲ 16%
COSMOPOLITAN	14%	▲ 9.8%
SPRITZ	13%	▲ 24%
NEGRONI	13%	▲ 0.5%

Trending Cordials Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
LEMON DROP MARTINI	8.4%	▲ 283%
FROZEN DRINKS	3.3%	▲ 169%
HURRICANE	1.1%	▲ 147%
FRUIT-FLAVORED MARGARITA	1.6%	▲ 106%
LONG ISLAND ICED TEA	5.3%	▲ 96%
APPLETINI	2.7%	▲ 79%
HUGO SPRITZ	6.7%	▲ 76%

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 Cordials 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:

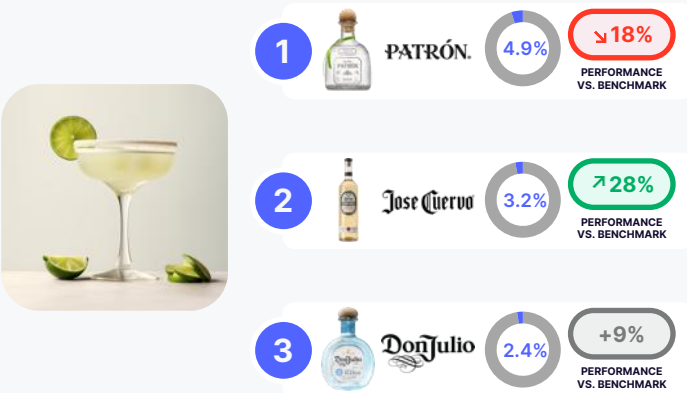
Venue Profile

Example: Top 3 Whiskey Brands in Independent Steak Houses



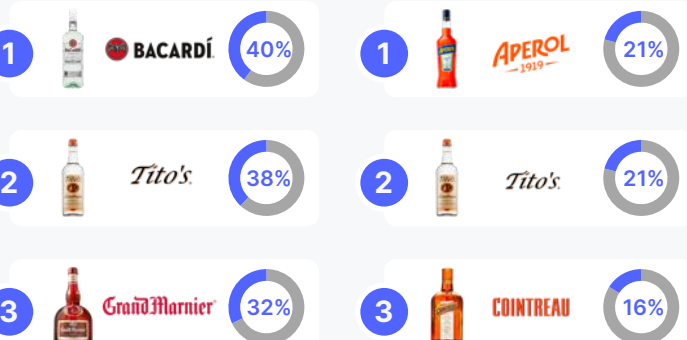
Cocktails

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