US On Premise Cocktail Report

Unlock essential cocktail category insights to maximize your brand potential and drive growth

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Essential insights for your Cocktail strategy

Cocktails are a key category for spirit suppliers, accounting for a significant proportion of spirit sales. However, measuring and understanding the size of the prize for the category as a whole and how that translates into brand opportunities has been a consistent challenge.

With cocktails a critical area for CGA clients, we have been working hard to bring a dataset to life that will unlock this dark space and answer those important business questions.

Based on feedback over the past few years, and success in supporting clients with cocktail strategies across the US, CGA understands the need to support clients with effective cocktail programming, through unlocking the data and insights about how valuable cocktails are, which cocktails are selling most and returning the highest revenue, where opportunities lie for brands and activations and what price points cocktails are selling at.

The core business challenge CGA have focused on supporting, is enabling you to understand how to tailor programming by region, outlet type, and time of the day to drive sales of your brands within cocktails and ensure maximum revenue returns. This report will unlock the cocktail insights needed for your business to deliver a data led, effective cocktail strategy.

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Unlock the cocktail category to maximize your brand potential and drive sales in this space with a sales data led strategy…

The **2024 On Premise Cocktail Report** provides a detailed understanding of how and when different cocktails are consumed in the market, based on **real check-level sales data**.

This report will provide clients with an understanding of where the **opportunities** are **for your brands** and **cocktail activations** lie by **day part, day, segment and market**, to help **support national account** conversations, **shape your strategy** and **drive sales** of your brand in the cocktail space.

Key questions the study will provide answers to include:

+ What are the biggest cocktail opportunities for my brand/category?

+ How can I tailor my cocktail strategy by region and outlet type?

+ When and where should I focus on activations and promotions for cocktails which include my brand/category? [day part, day and outlet type]

+ What are the effective price points for the cocktails my brand should be included in to ensure sales and profits are maximized?

PART 1

The core report designed for **understanding cocktail sales dynamics** and the foundational insights needed to build a cocktail strategy

This report provides On Premise teams with a comprehensive overview of the **dynamics of the cocktail category**, showing which out of the **top 30 cocktails** have the **highest velocity**, as well as **emerging cocktails outside of the top 30** with **rank climbers** and **velocity spikes**, when and where consumers are drinking them, at what **price point** and where the opportunities for your brands lie within this space. This will provide suppliers and operators with the **first sales led, cocktail insights** to **shape the cocktail offering**, **create unique sales stories** for brands within cocktails and reduce sales efforts through using measurable insights.

The report will answer:

- Which of the top 30 cocktails have the highest velocity and sales across different markets and outlet types within the US?
- Is there a spirit base that performs the best in terms of velocity?
- Which of the top 30 cocktails sell more by day and day part?
- What is the price difference among the top 30 cocktails? Does this change across states?
- Where are the biggest opportunities for your brands and categories within the cocktail space?
- Cocktails to watch outside of top 30 (rank climbers & velocity spikes)

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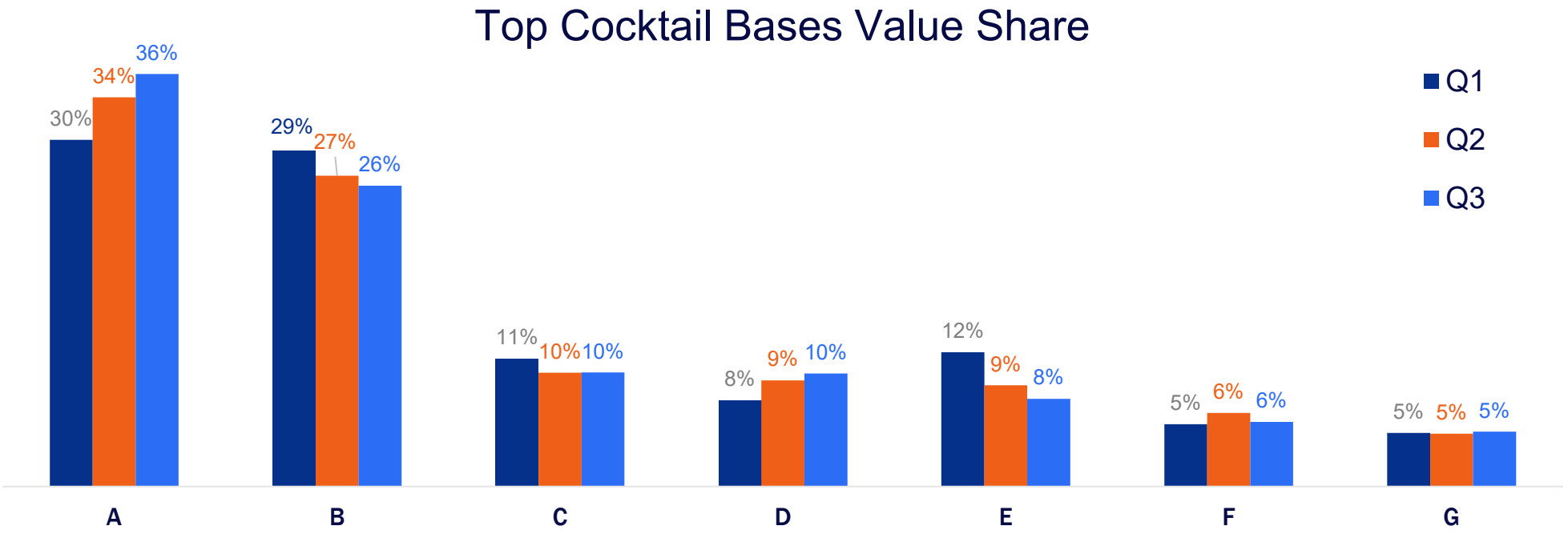
Example Output

Driven by the strong performance of X, X-based cocktails remain the most popular, pulling further away from X-based as the year has gone on. Meanwhile X-based cocktails have lost share over the year, driven by declining sales of X, as they have lost out to X and X-based cocktails



Source: CGA by NIQ BeverageTrak, L12w to Month, Year

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PART 2

A quarterly data tracker **designed for understanding cocktail sales** dynamics **over time** and **maintaining a winning cocktail strategy**

This quarterly report aids On Premise teams with the **essential insights to maintain an effective cocktail strategy**. The Excel report will enable you to track all the **core metrics** from the Core report over time, to ensure you can **identify new opportunities** and **keep track of cocktail performance within the market**. Providing the insight and tools to ensure suppliers and operators continue to **capitalize on revenue opportunities in the cocktail category**.

This quarterly report will answer:

+ Over the latest 12 weeks which of the top 30 cocktails have the highest velocity and sales across different markets and outlet types within the US?
+ What seasonality is present over the latest period? Which cocktails perform better at certain times of the year?
+ Is there a spirit base that performs the best in terms of velocity over the latest quarter?
+ How has share of spirits changed over the latest 12 weeks?
+ How does cocktail purchase change during the day each month?
+ How does price point differ across cocktails over the latest quarter?

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Example Output

CGA – Quarterly Cocktails Reporting – Q1

Source: CGA BeverageTrak, data to 03/31/22

Press to select multiple items

Press to select all items

Market Level
- Total US
- Channel
- Outlet Type
- State

Fact
- Average Check Value ($)
- Average Price ($)
- Average Ticket Count
- Quantity Velocity
- Value Velocity ($)

Time Level
- 3 months
- Weekly

Week Ending
- 2/12/22
- 2/19/22
- 2/26/22
- 3/5/22
- 3/12/22
- 3/19/22
- 3/26/22

Week Day
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- Whole Week

Daypart
- Breakfast/Brunch (6am - 11am)
- Early Evening
- Late Night (10pm - 6am)
- Mid-Afternoon (3
- Mid-Day (11am - 3pm)
- Whole Day

Market
- Total US
- California (CA)
- Casual Dining
- Casual Nightclub
- Drinking
- Eating
- Fast Casual
- Fine Dining
- Florida (FL)
- Illinois (IL)
- Irish Pub
- Neighborhood Bar
- Nevada (NV)
- New York (NY)

Market Level	Fact	Market	Product Level	Product	3 months 3/31/22 Whole Week Breakfast/Brunch	3 months 3/31/22 Whole Week Mid-Day	3 months 3/31/22 Whole Week Mid-Afternoon	3 months 3/31/22 Whole Week Early Evening	3 months 3/31/22 Whole Week Late Night	3 months 3/31/22 Whole Week Whole Day
Total US	Value Velocity ($)	Total US	Total Cocktails	Cocktails	$ 339.98	$ 1,895.95	$ 2,791.50	$ 6,271.42	$ 310.50	$ 12,192.37
Total US	Value Velocity ($)	Total US	Cocktail Base	Tequila	$ 58.73	$ 377.00	$ 633.50	$ 1,252.00	$ 120.95	$ 2,276.11
Total US	Value Velocity ($)	Total US	Cocktail Base	Vodka	$ 148.50	$ 411.00	$ 490.46	$ 1,115.00	$ 112.00	$ 2,235.39
Total US	Value Velocity ($)	Total US	Cocktail Base	Whiskey	$ 25.00	$ 109.33	$ 268.94	$ 598.75	$ 76.00	$ 884.75
Total US	Value Velocity ($)	Total US	Cocktail Base	Gin	$ 23.38	$ 94.50	$ 246.00	$ 511.00	$ 57.00	$ 840.75
Total US	Value Velocity ($)	Total US	Cocktail Base	Rum	$ 37.25	$ 111.50	$ 175.00	$ 333.42	$ 67.63	$ 567.76
Total US	Value Velocity ($)	Total US	Cocktail Base	Wine	$ 304.20	$ 406.75	$ 101.18	$ 87.96	$ 44.98	$ 412.23
Total US	Value Velocity ($)	Total US	Cocktail Base	Other	$ 25.90	$ 84.00	$ 114.45	$ 209.33	$ 56.00	$ 356.72
Total US	Value Velocity ($)	Total US	Cocktail Type	Margarita	$ 54.20	$ 344.45	$ 581.01	$ 1,149.37	$ 112.00	$ 2,059.08
Total US	Value Velocity ($)	Total US	Cocktail Type	Moscow Mule	$ 34.25	$ 144.75	$ 250.00	$ 561.54	$ 68.00	$ 883.82
Total US	Value Velocity ($)	Total US	Cocktail Type	Martini	$ 21.90	$ 84.00	$ 203.25	$ 416.17	$ 53.63	$ 662.00
Total US	Value Velocity ($)	Total US	Cocktail Type	Old Fashioned	$ 24.00	$ 80.00	$ 171.00	$ 331.50	$ 78.00	$ 475.42
Total US	Value Velocity ($)	Total US	Cocktail Type	Mojito	$ 42.15	$ 118.71	$ 143.00	$ 271.54	$ 70.00	$ 435.75
Total US	Value Velocity ($)	Total US	Cocktail Type	Long Island Iced Tea	$ 26.75	$ 92.50	$ 130.44	$ 240.00	$ 62.75	$ 403.00
Total US	Value Velocity ($)	Total US	Cocktail Type	Mimosa	$ 290.50	$ 346.26	$ 60.00	$ 31.90	$ 24.00	$ 349.44
Total US	Value Velocity ($)	Total US	Cocktail Type	Espresso Martini	$ 29.90	$ 103.00	$ 96.00	$ 190.75	$ 91.00	$ 246.35
Total US	Value Velocity ($)	Total US	Cocktail Type	Bellini	$ 93.00	$ 216.00	$ 81.00	$ 65.45	$ 37.16	$ 222.77
Total US	Value Velocity ($)	Total US	Cocktail Type	Manhattan	$ 19.00	$ 39.75	$ 85.05	$ 140.75	$ 40.00	$ 212.50
Total US	Value Velocity ($)	Total US	Cocktail Type	Bloody Mary	$ 120.00	$ 137.75	$ 57.15	$ 49.55	$ 18.00	$ 198.50
Total US	Value Velocity ($)	Total US	Cocktail Type	Cosmopolitan	$ 25.50	$ 56.00	$ 78.50	$ 130.00	$ 39.88	$ 192.00
Total US	Value Velocity ($)	Total US	Cocktail Type	Lemon Drop	$ 20.00	$ 41.93	$ 59.50	$ 110.75	$ 49.50	$ 173.00
Total US	Value Velocity ($)	Total US	Cocktail Type	Spritz	$ 31.50	$ 136.00	$ 89.20	$ 109.00	$ 27.50	$ 142.25
Total US	Value Velocity ($)	Total US	Cocktail Type	Negroni	$ 19.00	$ 41.00	$ 54.00	$ 106.00	$ 32.00	$ 125.50
Total US	Value Velocity ($)	Total US	Cocktail Type	Paloma	$ 31.50	$ 90.00	$ 72.00	$ 93.00	$ 54.00	$ 115.00
Total US	Value Velocity ($)	Total US	Cocktail Type	Piña Colada	$ 15.00	$ 35.00	$ 44.19	$ 66.85	$ 27.50	$ 110.29
Total US	Value Velocity ($)	Total US	Cocktail Type	Daiquiri	$ 30.96	$ 25.08	$ 39.94	$ 60.00	$ 21.40	$ 104.18
Total US	Value Velocity ($)	Total US	Cocktail Type	Mai Tai	$ 42.00	$ 52.00	$ 41.00	$ 48.00	$ 36.00	$ 63.92

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Investment to unlock the insights needed to build out effective cocktail programming

CGA On Premise Cocktail Report

A comprehensive report unlocking the foundational insights needed to build a data led, effective cocktail programming for the On Premise

Analysis covers: Total US and States, Channel, Day and Daypart, Quarterly comparisons, Cocktails to watch outside of the top 30 (rank climbers/velocity increases etc.)

+ One PowerPoint Report delivered in December
+ Excel data pack

Quarterly Cocktail Sales Tracker

A tracking report designed for understanding cocktail sales dynamics over time and maintaining a winning cocktail strategy

Data covers: Total US, Key States(Illinois, New York, Texas, Florida and California), Channel, Day and Daypart

+ Quarterly report delivered in Excel

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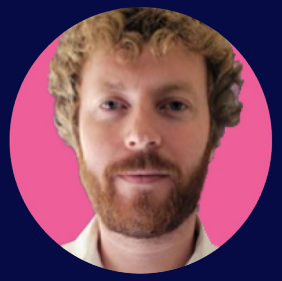
Contact Us

To learn more or to speak to a member of the team, please feel free to get in touch:

Matt Crompton
Vice President-Americas
matthew.crompton@nielseniq.com

Drew Hummel
Client Solutions Director
andrew.hummel@nielseniq.com



Diarmuid Kavanagh
Data & Insights Client Director
diarmuid.kavanagh@nielseniq.com

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