

# NIQ



## Helping suppliers to understand the evolving cocktail sales dynamics and maximize brand potential

**CGA's Cocktail Sales Tracker is an industry-first, data-led tool that reveals the sales dynamics of the cocktail market.**

Complemented by CGA's On Premise Cocktail Market Report—a report unlocking the foundational insights needed to build an effective cocktail program for the On Premise—the Cocktail Sales Tracker enables suppliers to track all core metrics over time and identify new opportunities from trending cocktail performance within the market.

The tracker brings a comprehensive dataset to life, shedding light on the full potential of the

category and translating it into actionable brand opportunities, while addressing key business questions.

To stay up to date with this constantly evolving category, the top 30 cocktails in the tracker will be released, providing insights into how this ranking changes and shifts based on seasonality and trends, including which cocktails join the ranking, exit the top 30, or gain or lose sales in the market.

### Build and maintain a winning cocktail strategy



Maintain effective strategic decisions based on data and insights



Drive sales of your brand in the cocktail space



Help shape national account conversations



Identify brand opportunities, cocktail activations and increase revenue

### What is BeverageTrak?

Our BeverageTrak data is received through point of sale (POS) systems across over 10,000 outlets across the US, which send through hundreds of attributes for every ticket including date and time, all items as entered in the POS system, tips tax and discounts.

This data is matched in house to align with NielsenIQ coding and our OPM dataset. Delivered as a quarterly report, it's designed to help suppliers understand the ever-evolving cocktail dynamics over time - helping maintain a winning cocktail strategy.



## CGA's Cocktail Sales tracker enables you to identify:



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



What spirit base 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 cocktails?



"Cocktails are a key category for spirit suppliers, accounting for a significant proportion of spirits sales. Measuring and understanding the size of the prize for the category as a whole and how that translates into brand opportunities has previously been a challenge. CGA's quarterly Cocktail Sales Tracker brings this data set to life that will unlock key insights to support beverage suppliers expose brand potential and build effective On Premise cocktail strategies."

**Matt Crompton** – Vice President-Americas

## Discover the latest cocktail sales performance by granular sub-set of data splits:

- Total US
- Key States (Illinois, New York, Texas, Florida and California)
- Channel
- Day



CGA's Cocktail Sales Tracker provides the insight and tools to ensure suppliers and operators continue to capitalize on revenue opportunities in the cocktail category.



To learn more about subscribing and how you can win in the cocktail category, get in touch with

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