

# BRITAIN'S FAVOURITE TEQUILAS!

It's National Tequila Day coming up on 24th July. To celebrate, make sure you've got Britain's favourite brands behind the bar.



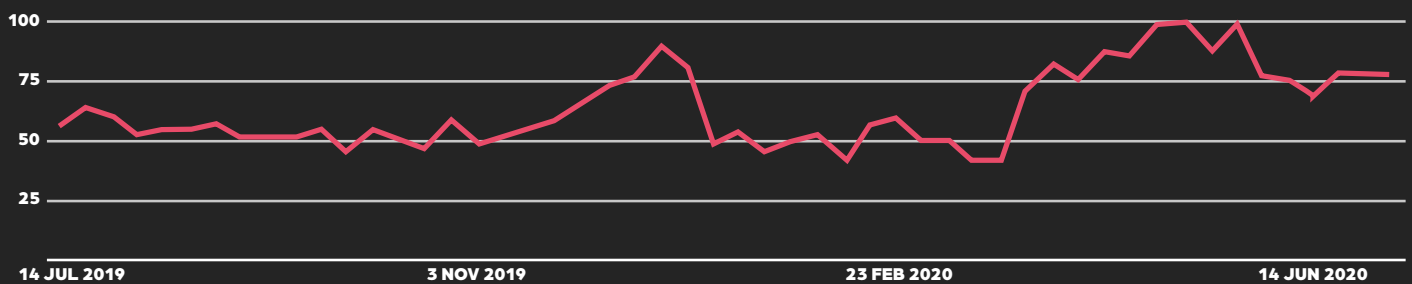
## TOP THREE TEQUILA COCKTAILS:

- Margarita □
- Long Island Iced Tea □
- Tequila Sunrise □



## OUR INTEREST IN TEQUILA IS ON THE (SUN)RISE

### INTEREST OVER TIME



## TEQUILA COCKTAIL FACTS

- 65% of UK drinkers prefer to drink tequila in cocktails rather than as a shot
- Margarita is our second most searched for cocktail, with Long Island Iced Tea coming in at ninth place
- Searches for tequila cocktail recipes rose by 122% during lockdown!



## THE BEST BRANDS TO KEEP IN STOCK

We've whittled down the top 10 tequila brands from over 2,000 registered brand names!

- |                |                 |               |            |             |
|----------------|-----------------|---------------|------------|-------------|
| 1. Jose Cuervo | 3. Don Julio    | 5. El Jimador | 7. Sauza   | 9. Hornitos |
| 2. Patrón      | 4. Olmeca Altos | 6. Ocho       | 8. Espolòn | 10. Sierra  |



## CELEBRITY TEQUILA STAKEHOLDERS!

Dwayne Johnson, Rita Ora, Justin Timberlake, Michael Jordan, P Diddy, AC/DC, Adam Levine, Nick Jonas, George Clooney, Chris North



WHATEVER YOU'RE PLANNING FOR NATIONAL TEQUILA DAY, WE HOPE YOU AND YOUR CUSTOMERS WILL HAVE A GREAT TIME CELEBRATING TOGETHER.

NDML INSURANCE SPECIALISTS FOR NIGHTCLUBS, BARS AND LEISURE



Sources: • <https://yougov.co.uk/ratings/food/popularity/alcohol-brands/all> • <https://www.goodtoknow.co.uk/food/food-news/uk-favourite-cocktails-revealed-546698> • <https://www.thespiritsbusiness.com/2020/04/the-uks-most-googled-cocktails/> • <https://www.thespiritsbusiness.com/2019/07/top-six-best-selling-tequila-brands-2/> • <https://www.thedrinksbusiness.com/2020/01/12-celebrities-with-their-own-tequila-brands/> • <https://www.amazon.co.uk/Best-Sellers-Grocery-Tequila/zgbs/grocery/359901031> • <https://trends.google.com/trends> - To create the ultimate top ten list of tequila brands, NDML analysed the best-selling tequila brands by case sales, online Amazon sales and Google search trends in the UK.

ENQUIRIES@NDML.CO.UK