

## Do People Associate Hard Seltzer With Summertime?

As a few GutCheck researchers explored Google Search data over the past 90-day for signs that people are thinking about summertime fun, we came across this:



Interest in "Lemonade"

We noticed search volume weekend upticks since late March



"Potato Salad"

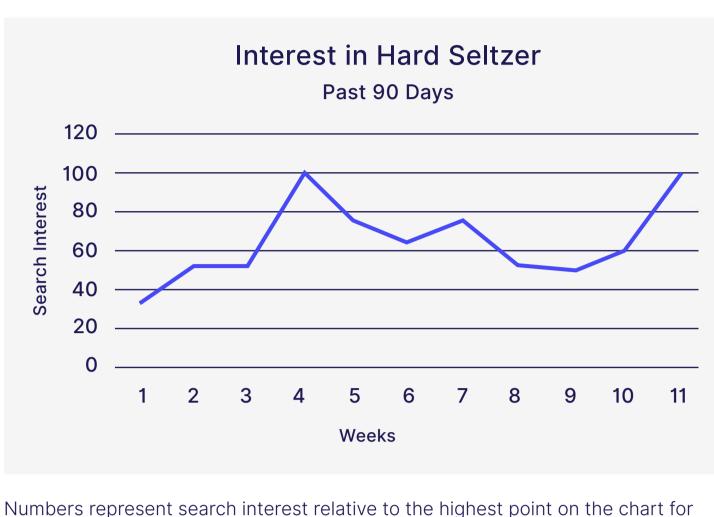
We observed search volume ticked up a bit on two recent weekends



"Hot Dogs"

We saw lots of ups and downs in search volume with the most recent uptick last weekend

Also, we saw this:



A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term. This data represents 90 days beginning on March 7th 2021.

the given region and time. A value of 100 is the peak popularity for the term.



So, what are people saying about hard seltzer?

An easy weekend

afternoon drink for the beach or pool. It's light but flavorful and not too filling.

My favorite flavor is the black cherry. This is a

refreshing cold drink on a hot

66

summer day. This reminds me of the beach or being at the pool.

treat for me last weekend.

This was a Mother's Day

I picked up a couple cases of these for my best friend's

46

bachelorette weekend, and they emptied the cooler pretty quickly!

> This stuff is great for tailgating or a picnic

where you plan on drinking

over a period of time.

46

A summer staple

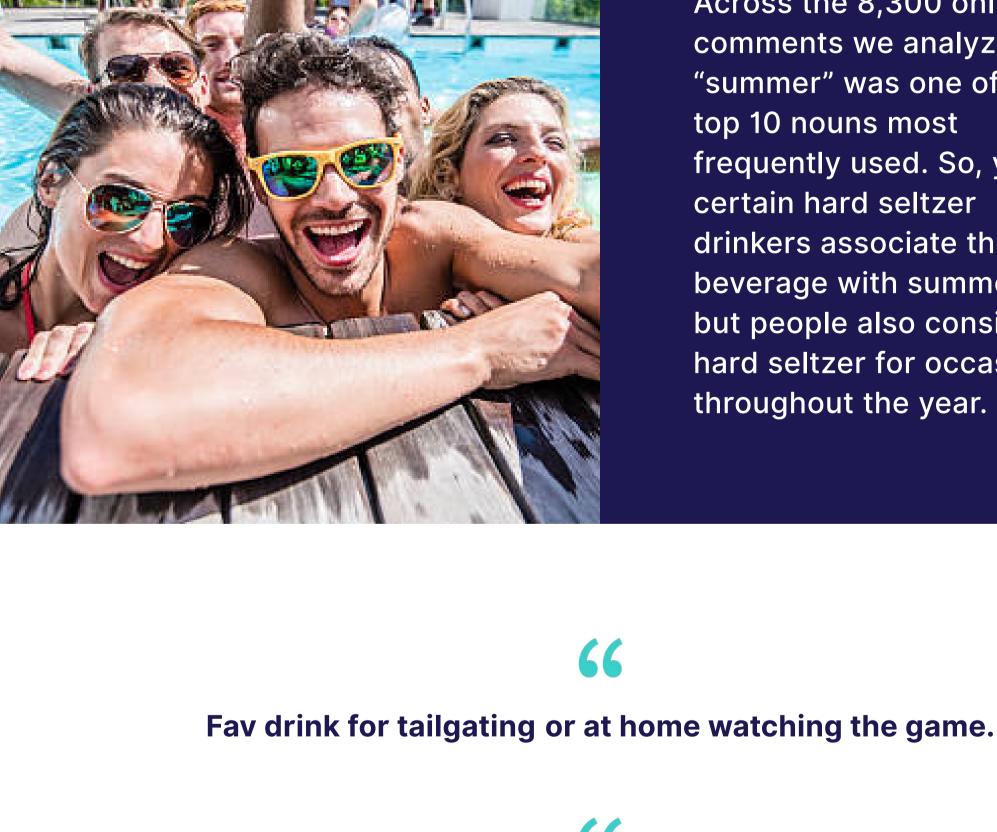
in my house.

Across the 8,300 online

comments we analyzed,

top 10 nouns most

"summer" was one of the



frequently used. So, yes, certain hard seltzer drinkers associate the beverage with summertime, but people also consider hard seltzer for occasions throughout the year.

refreshing in the summer time!

I drink them all year round, but they are especially

These flavors hit just the right tone for celebrating around Christmas time!





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