

**OnPrem Insights**  
by **union**

# ROUND BUYING BEHAVIOR

This report analyzes guest behavior at Union on-premise venues from March 2022 through August 2022.

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**September 2022 Report**  
March 2022 --- August 2022



## WHAT'S IN THIS REPORT

This report examines guest behavior when buying a round. For these analyses, a **“round” is assumed to be a simultaneous order of at least three of the same item with no other items ordered at that same time.** While of course we can't know exactly what the guest was thinking or what words might have been said to a server, these orders would presumably cover things like “Please give me 5 Green Tea shots” or several friends all ordering a House Margarita at the same time.

Buying rounds is a prevalent behavior - 12% of all tabs feature at least one round. More importantly, it is a key driver of spending. Tabs with rounds are 2x the size of tabs without rounds - \$62.49 vs. \$30.74 across all Union venues. Thus, tabs with rounds represent almost a quarter of total guest spend.

This report examines guests' choices for what to drink with their friends as part of a round.

## WHERE THE DATA COMES FROM

Union is a POS and mobile ordering & payment system specifically designed for the needs of the highest volume bars and restaurants. And the secret sauce is our proprietary canonical data foundation underlying all branded menu items.

This foundation allows Union to capture on-premise consumption data with an unprecedented level of precision, comprehensiveness, and granularity, from thousands of venues serving millions of guests per month across 34 states.

## Rounds by Item

Overall, bar guests have a smaller range of items they order in a round than when ordering for themselves. The top 20 round items make up 58% of all round sales, whereas the top 20 overall items make up 42% of sales.

Shots play an outsized role in rounds as many of the top 20 most commonly ordered items in rounds are either shots or brands which have a material percentage of drinks consumed as a shot.

The number one item ordered in a round is unsurprisingly the number one item ordered overall, Tito's. 7.9% of rounds are Tito's which is almost perfectly in line with its overall percentage of total sales.

But the number two item is a bit more of a surprise: Green Tea shots represent 7.4% of round sales, which is 3.4x its percent of total sales. Combining Great Tea Shots (which features Jameson) and Jameson Irish Whiskey gives Jameson the strongest overall position of any brand in terms of rounds (11.0%).

Tequila also plays a strong role in rounds, with Casamigos, Espolon, Patron, Don Julio, and Well Tequila all having a round share 1.7x to 1.8x their total share. And with three of those brands being priced significantly above average, it proves that some people do indeed splurge for their friends!

Interestingly, beer doesn't play a big role in rounds. Only four beers make the top 20 in terms of round ordering, collectively representing 6.6% of round sales which is 0.8x their share of total sales.

# Rounds by Item



Titos Vodka  
**7.9%**  
 OF ROUNDS ORDERED



Green Tea Shot  
**7.4%**  
 OF ROUNDS ORDERED

## WHAT'S A GREEN TEA SHOT?

A whiskey-based shot made from four ingredients:

- Jameson Irish Whiskey
- Peach Schnapps
- Sour mix
- Lemonade or lemon-lime soda

	% of Drink Sales		
	Rounds	Total	Index
Tito's Vodka	7.9%	7.9%	1.00x
Green Tea Shot	7.4%	2.0%	3.74x
Casamigos Blanco	5.0%	2.7%	1.85x
Well Tequila	4.5%	2.5%	1.78x
Well Vodka	4.2%	4.0%	1.05x
Jameson Irish Whiskey	3.6%	2.9%	1.27x
Bud Light	2.9%	2.7%	1.07x
Espolon Blanco Tequila	2.7%	1.5%	1.81x
House Margarita	2.5%	3.1%	0.79x
Casamigos Reposado	2.3%	1.5%	1.53x
Patron Silver	2.1%	1.2%	1.81x
Vegas Bomb	2.0%	0.6%	3.33x
Lemon Drop Martini	1.9%	0.6%	3.32x
Deep Eddy Lemon Vodka	1.7%	0.8%	2.14x
Don Julio Blanco Tequila	1.6%	1.0%	1.68x
Fireball Whisky	1.4%	0.8%	1.64x
Corona Extra	1.3%	1.5%	0.86x
Michelob Ultra	1.2%	2.1%	0.60x
Espresso Martini	1.1%	0.8%	1.41x
Miller Lite	1.1%	1.8%	0.62x

# Rounds By Item By Gender

For the purposes of looking at round orders by gender, we are considering the gender of the person that orders the round and not necessarily those who collectively consume the round. Males and females have some similarities, but also some key differences when ordering a round.

In general, women have a smaller range of items they order as a round, with the top 34 items representing 80% of round sales for women vs. the top 63 items representing 80% for men.

Well Tequila (1.5x), Well Vodka (1.5x), and House Margarita (2.0x) all represent a significantly higher percentage of round orders by women, suggesting perhaps women are less brand sensitive when ordering a round. Though certain brands such as Tito's (1.3x), Casamigos Blanco (1.3x), Espolon Blanco (1.3x), and Deep Eddy Lemon (2.1x) also play a larger role in rounds for women vs. men.

Though beer is not a huge player in rounds overall, it makes up a significantly higher percentage of round orders for men vs. women (2.4x).

	Male % of Round Sales		Female % of Round Sales
Tito's Vodka	7.7%	Tito's Vodka	10.0%
Green Tea Shot	6.8%	Green Tea Shot	9.5%
Casamigos Blanco	4.7%	Well Tequila	5.9%
Well Tequila	4.0%	Casamigos Blanco	5.9%
Bud Light	4.0%	Well Vodka	5.7%
Well Vodka	3.9%	House Margarita	4.2%
Jameson Irish Whiskey	3.8%	Espolon Blanco Tequila	3.3%
Espolon Blanco Tequila	2.6%	Jameson Irish Whiskey	3.3%
Casamigos Reposado	2.2%	Lemon Drop Martini	3.0%
Vegas Bomb	2.1%	Deep Eddy Lemon Vodka	2.8%
House Margarita	2.0%	Patron Silver	2.3%
Patron Silver	1.9%	Espresso Martini	1.9%
Don Julio Blanco Tequila	1.5%	Vegas Bomb	1.9%
Miller Lite	1.5%	Casamigos Reposado	1.8%
Guinness Extra Stout	1.5%	Don Julio Blanco Tequila	1.7%
Fireball Whisky	1.5%	Fireball Whisky	1.5%
Corona Extra	1.5%	Bud Light	1.4%
Lemon Drop Martini	1.4%	Michelob Ultra	1.2%
Michelob Ultra	1.4%	Deep Eddy Vodka	1.0%
Deep Eddy Lemon Vodka	1.3%	Corona Extra	1.0%

# BUILT FOR THE BUSIEST VENUES

Union is the highest powered point of sale and guest mobile platform ever created, touching millions of consumers at the most popular bars and restaurants in the country.

## Bars & Restaurants

Increase revenue 28% on average, mitigate staffing shortages, provide amazing guest service.

## Brands

Gain an unprecedented understanding of on-premise behavior.

## Guests

A holistically improved experience: easier ordering, less waiting, more customization.



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