Raising the Bar
Beverage Alcohol Trends to Watch
What’s Trending Right Now?

- Exotic Fruits of the Future
- Healthful Teases
- Bitter Bonanza
- Cannabis Craze
- Color Conscious
- Got That Old Thing Back
Technomic Lifecycle

Introduction (Emerging Flavors)
Emerging Varied Menu, Upscale Seafood, BBQ, Specialty Chains, Hotels

Growth (Higher-Penetration Flavors)
Emerging Varied Menu, Upscale Seafood, BBQ, Specialty Chains, Hotels

Mainstream
Large Varied Menu Chains, Upscale Steak, Asian, Mexican, Fine-Dining Chains

Mature
LSR, Midscale, Nonvaried Traditional CDR
Exotic Fruits of the Future
Dragonfruit Special (Star Noodle in Lahaina, Hawaii)

Gooseberry
+14.3%
#WhereIsZain with gooseberry (The Loyalist in Chicago)

Barberry
+33.3%
Zereshk Sour (Sofreh in Brooklyn, N.Y.)
Opportunity: Ume

The Ninth Petal Martini with umeboshi (Ferris in New York City)

Ume Migos (The Brilliant Ox in Honolulu)

First Date with ume bitters (Here’s Looking At You in Los Angeles)
Exotic Flavors on the Horizon

FEIJOA

MANGOSTEEN

TEPACHE

HABANADA

TROPICAL FRUIT SOUR ALE WITH GUAVA, PASSIONFRUIT AND BLOOD ORANGE (UPSTROKE BREWING CO. IN BOULDER, COLO.)
Healthful Teases
Tried and True

Healthful Tease

Chocolate
Brown Sugar
Sugar
Egg
High ABV

Carob
Piloncillo/ Panela
Agave/Maple/ Coconut Sugar
Aquafaba
Low ABV/ Nonalcohol
Healthful Teases

Aquafaba

Mount Crumpit with aquafaba (The Gray Canary in Memphis, Tenn.)

Maguey Sap

Long Island Iced Tea Riff with maguey sap syrup (The Roosevelt Room in Austin, Texas)
49% of bartenders believe that low ABV beverages are trending up.

**Low-ABV swaps**

- Peach Paloma with sake (Genghis Grill)

**Low-ABV liqueurs**

- Italian Spritz (Bice Ristorante)

Base: 423 U.S. bartenders
Source: Technomic Behind the Bar Insights
© 2019 Technomic, Inc.
Disguised Mocktails

Housemade Spiced Syrup

The Herbal (Nancy’s Hustle in Houston)

Seedlip Garden

Vegetal (Corrida in Boulder, Colo.)

Seedlip Spice

Non-Whiskey Sour (ITV in Philadelphia)

Base: October 2016-October 2018
Source: Infegy
© 2019 Technomic, Inc.
Younger consumers (ages 18-34) are twice as likely than older consumers (35+) to find bitter flavors appealing.

Aperol Spritz  
+75.0%

Base: Q3 2017-Q3 2018; 1,034 consumers
Source: Technomic Ignite menu data; Technomic 2017 Flavor Consumer Trend Report
© 2019 Technomic, Inc.
Wolf’s Bane with cardamom (Talk in Philadelphia)

Grandma’s To Blame infused with lavender and topped with lavender salt (True Laurel in San Francisco)

21% of 25- to 34-year-olds find floral flavors appealing for foods and beverages

Base: Q3 2017-Q3 2018; 1,000 consumers
Source: Technomic Ignite menu data; Technomic 2017 Flavor Consumer Trend Report
© 2019 Technomic, Inc.
On the Horizon: Pine Liqueurs

“It’s a completely different animal, it shines brighter [than Chartreuse], it has less heat and the pine oil lingers on your palate.”

—John Kelly O’Hare
(Sonny’s Hideaway in Los Angeles)
Cannabis Craze
“I am more likely to drink a marijuana infused beverage than an alcohol beverage.”

Potential for 2020 legislation: 45%
Pending distribution: 40%
Legal recreation & distribution: 37%

“Alcohol beverage using cannabis for flavoring (with no psychoactive effects) than a regular alcohol beverage.”

Potential for 2020 legislation: 30%
Pending distribution: 19%
Legal recreation & distribution: 27%

Base: Varies (consumers in states with legal recreational use and commercial distribution); 273 (consumers in states with legal recreational use, but pending commercial distribution); 572 (consumers in states where legalization of recreational marijuana/cannabis products is somewhat likely to occur in the next two to three years)
Source: Technomic The Marijuana Effect Multi

© 2019 Technomic, Inc.
Hi-Fi Hops, an IPA-inspired, THC-infused sparkling water (Lagunitas in California only)

Matcha Haze with CBD oil (Narcbar in New York City)

The Hemperor with hemp seeds (New Belgium Brewing Co. in Fort Collins, Colo.)
Color Conscious
“Restaurant/bar postings on social media are effective in prompting me to visit the establishment.”

“I learn about drink specials by following/friending the restaurants/bar on social media.”

**Millennials**

- Overall: 30%
- Millennials: 41%

**Overall**

- Overall: 26%
- Millennials: 35%

Source: Technomic Adult Beverage Planning Program Survey

Base: 1,983 consumers (2018)
Outlook: Turmeric

Percent of operators menuing

Two-Year Forecast

+44%


Source: Technomic Ignite menu data
Note: Average absolute error 0.1%
**Color Forward**

**Ube**

Ube Soju (Chingu in Honolulu)

**Orange Wine**

Aldi’s Orange Natural Wine (U.K. only)

+5.3%
Color Changing

Activated Charcoal + Glitter

R U Afraid of the Haze (North Park Beer Co. in San Diego)

Butterfly Pea Flower

The Spirit Sage with butterfly pea flower gin (True Laurel in San Francisco)
Got That Old Thing Back
Halle Berrylicious berliner weisse (Pizza Port Brewing Co.)

Midnight in Palermo (Hyacinth in St. Paul, Minn.)

R&R with raspberry eau de vie (Ferris in New York City)

“It’s a gateway to the wine world, especially for beer folk who are big into sour beers and wild ales.”

—Tim Kweeder
Wine Director and GM of Kensington Quarters (Philadelphia)
On the Horizon...

**Fat-Washed Cocktails**
- Nebuchadnezzar with lamb fat bourbon (Bavel in Los Angeles)

**Acid Phosphate**
- Presidente with acid phosphate (Watchman’s Seafood and Spirits in Atlanta)

**Caperitif**
- Pine Float with caperitif (Nancy’s Hustle in Houston)
Takeaways

1. Fuse the funky with the familiar
2. Create an education pipeline
3. Beef up social media
4. Address lifestyle and consumer shifts
5. When it comes to cannabis, act now
Flavor Trends Into Action...
Thank you!

David Henkes
Principal
dhenkes@technomic.com
@davidhenkes

Tony Abou-Ganim
The Modern Mixologist
tony@themodernmixologist.com