

Alcohol in Restaurants - UK - April 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

Consumer confidence is low and there is an increased focus on saving and paying down debt. However, whilst consumers are more reluctant to 'splash out', they continue to prioritise 'experiences' when they do, with eating out tapping into this demand.

This report examines the factors impacting the eating out market and influencing diners' drinks choice, as well as finding out what diners would like to see on restaurants' drinks menus in future.

What have we found out?

- Nearly half of adults who drink alcohol say they haven't changed their general drinking habits in the year to March 2011, while a quarter have reduced the amount they drink to save money and 16% for health reasons.
- Making wine lists easy to navigate and using visual cues could support sales by encouraging a broader usage repertoire among the seven in ten alcohol-drinking diners who always tend to drink the same thing.
- Considerable opportunities remain for exploring added value in the drinks offering of restaurants, as only 15% alcohol-drinking diners state that they usually just choose the cheapest drink.
- Labelling the number of alcohol units on each drink appeals to nearly two-thirds of 18-24s who have drunk alcohol at a restaurant, whilst calorie counting on drinks menus is a more controversial issue.
- Offering wine by the carafe stands to help restaurants appeal to older diners, as 56% of over-55s would like to see such options available.
- New lower-ABV drinks like wine spritzers using carbonated fruit could help restaurants attract the 34% of women who are looking for a wider range of such beverages.

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