

## On-premise Alcohol Consumption Trends - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"On-premise operators include restaurants, bars, and other venues, and they are all competing for consumer dollars. Operators must set themselves apart by creating a unique dining experience to drive traffic. This incorporates menu offerings as well as overcoming a lack of food or drink options."

– Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- Dining experience: approaches to successfully attract customers
- Drink expansion: the most effective strategies for on-premise operators

This report builds on the analysis presented in Mintel's *On-premise Alcohol Consumption Trends – US, February 2013*, and the April 2012 and April 2011 reports of the same title, as well as *Alcoholic Beverage Trends at Bars and Restaurants – US, April 2010*.

The report focuses on on-premise alcohol trends at limited service and full service restaurants as well as bars and other venues. The report includes menu analysis using Mintel's Menu Insights database as well as consumer survey analysis revealing behavior and attitudes toward the segment.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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