

## On-premise Alcohol Trends - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"On-premise alcohol sales continue to grow despite falling volume consumption indicating that consumers are ordering fewer but more expensive drinks when they go out. Meals and celebrations are the most common reason why consumers drink on premise and bars can increase alcohol sales by providing consumers with a unique eating/drinking experience."

**- Caleb Bryant, Senior Foodservice Analyst**

This report looks at the following areas:

- A third of consumers are at home relaxers
- On-premise beer consumption drops
- Regular wine drinkers are brand agnostic

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### DID YOU KNOW?

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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