

# On-premise Alcohol Trends - US - October 2019

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## This report looks at the following areas:

- Americans drink at home most often
- Gen Zers drink less than Millennials or Gen Xers
- Diners are drinking AFH more often
- Social occasions are top AFH drinking occasions
- One-fifth of diners always try a new drink

This Report covers consumer attitudes and trends relating to all alcoholic beverages consumed at any on-premise location (eg bars, restaurants, nightclubs, sport arenas). While retail alcohol data is cited in this Report, retail alcohol (ie alcohol purchased from a grocery store, mass merchandiser, liquor store) is not a focus of this Report. For more information on alcohol from a retail perspective, please look to Mintel's Drink Report library.



"Americans' mindset and attitudes toward drinking have undergone a paradigm shift in recent years. While patrons of all ages are still drinking on-premise, younger generations are putting greater emphasis on their health and wellness, leading to more moderate drinking habits. Bars and restaurants should focus on offering options that fit into these diners' lifestyles."

**Hannah Spencer,**  
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- **Lambrusco bubbles up on menus**

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- **Among those drinking less, price and health are concerns**
- **Socialization drives alcoholic and non-alcoholic beverage purchase**

## ALCOHOLIC BEVERAGE CONSUMPTION BY LOCATION

- **Consumers drink more often AH than AFH**

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