

Foodservice Alcohol Trends: Incl Impact of COVID-19 - US - October 2020

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“Foodservice alcohol sales saw immense losses in 2020 due to the COVID-19 crisis and ensuing recession, just as with foodservice sales overall. Instead of purchasing alcohol from restaurants and bars, consumers stocked up on packaged alcohol from retail channels, which stole enormous market share away from alcoholic beverages sold through foodservice operations in 2020.”
– **Jill Failla, Senior Foodservice Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the foodservice alcohol market.
- The recessionary impact on foodservice alcohol sales.
- Consumer interest in and opportunities for alcohol takeout and delivery.
- Innovative ways for operators to recoup alcohol sales, including subscription and virtual programs.

Foodservice alcohol sales fell significantly in 2020, while retail alcohol sales skyrocketed as a result of the COVID-19 crisis and subsequent recession. Foodservice alcohol sales face a long road to recovery as many consumers are still not comfortable drinking and dining indoors in the latter portion of 2020, and the recession results in further discretionary spending cuts. To recover alcohol sales, operators must focus on alcohol takeout and delivery where available, budget-friendly adult beverage options and innovations such as alcohol subscription programs, clubs and virtual engagements.

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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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Appeal to core foodservice alcohol consumers with off-premise alcohol, subscription programs and virtual engagements

Foodservice and Retail Alcohol Purchases

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