

On-premise Alcohol Trends - US - May 2016

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"Sales of alcohol at bars and restaurants continue to grow as consumers feel more positive about the US economy.

The alcohol industry is adapting to new preferences including craft beer, lower alcohol drinks, and cocktails made with the freshest ingredients. Bars/restaurants can increase alcohol sales by understanding what motivates consumers, and what flavors they find appealing."

- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- Sales of on-premise alcohol are experiencing steady growth
- Gen Xers and Boomers are infrequent on-premise drinkers
- Drink type loyalists won't branch out
- There is a disconnect between what consumers want and what is trendy

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

This Report builds upon Mintel's *On-premise Alcohol Trends – US, May 2015*.

For the purposes of this Report, the market size covers all sales of alcohol intended to be consumed on-premise, regardless of location. In addition to restaurants, it covers sales through bars/pubs, clubs, and other entertainment venues, concessions, etc.

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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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