On-premise Alcohol Trends - US - May 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Millennials offer an opportunity for restaurants to cater to their unique tastes and desires, as this group is more likely to drink at restaurants than are other generations. Operators that offer distinct drinks such as specialty cocktails and restaurants' own brand of alcohol can help create the quality dining experience this group desires."
– Julia Gallo-Torres, Senior Analyst, Foodservice

This report looks at the following areas:

- How can restaurants draw Millennials?
- How should restaurants appeal to at-home drinkers?
- Can LSRs compete with FSRs for share of alcohol spending?

On-premise alcohol sales increased in 2014, and are forecast to grow moderately between 2014 and 2019. Improving economic conditions are prompting more consumers to spend on dining out, although some remain cautious about pricing and are likely to be motivated to order alcohol by drink specials. Premiumization across alcohol categories is driving sales, as many consumers gravitate toward specialty cocktails, signature drinks, restaurant brand beer/wine/spirits, and ultra-premium spirits. Millennials are a key demographic for restaurants as they tend to dine out frequently and desire a quality dining experience.

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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