

TRENDING NOW

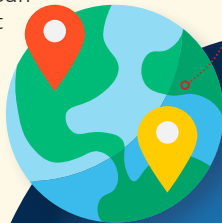
# Breakout trends from our Global Bartender Influencer Study

From drink slinger to mixologist, bartending has evolved from a job to a profession. MetrixLab's Bartender Influencer Study surveys over 7,500 of these alcohol and spirits experts to get their collective take on the next big thing that will shape the beverage industry this year.

Here's a selection of what they had to say:

## From Russia to Rio: Recommendations vary across the globe

Bartenders in Russia are making the most recommendations to consumers, at over 5,500 recommendations per year. Rio de Janeiro reports the least amount of recommendations with 2,700 per year. Beer continues to be recommended most often in all surveyed markets except for Moscow and Paris where vodka reigns, and Barcelona which favors gin.



## Spirits merge to create new hybrids

The strong demand for 'distinctive experiences' has led to the creation of products like Vodquila (vodka and tequila), Rumquila (rum and tequila) and Courvoisier Rose (blend of Courvoisier Cognac and red wine). Hybrid spirits are pushing the boundaries of categories and encouraging beverage exploration on a global level.



## Low / No ABV and mocktails go global

Younger consumers are more likely to order a mocktail. Non-alcoholic beverages (especially beer) are becoming more attractive as more non-alcoholic beverages emerge that mimic the taste of traditional spirits.



## Bartenders are meeting consumer request to provide an 'experience'

Changing consumer tastes are giving rise to more adventurous, flavorful experiences. Bartenders are using more gin, absinthe and botanical spirits and featuring more citrus and fruity flavors.



## American whiskey gains popularity

Innovation in American whiskey continues to drive steady interest worldwide. American craft brands are exploring grains other than the traditional corn, wheat, rye and barley. Old Fashioneds and Manhattans are moving up across global markets in response to brown spirits trends.



## The most valuable customers globally are locals

Tourists play a secondary role. High-energy occasions take a back seat as the most important occasions for drinking are unwinding in casual atmospheres with family and friends.

