

ON THE MENU

Trends in On- and Off-Premises Beverage Alcohol

POCKET FACTBOOK

NATIONAL RESTAURANT ASSOCIATION

Tapping into beer drinkers

81% want the option to order beer that was made by a local brewery.

74% would order smaller tasting-sized glasses of beer from the menu.

76% say they would participate in an event with a special menu of food and beer pairings.



Stirring cocktail drinkers

80% say they would participate in events at the restaurant that offer a selection of cocktails or mixed drinks for customers to sample.

80% would like to order drinks made with locally produced distilled spirits.

67% say they would include pre-made cocktails or mixed drinks with a takeout or delivery order.

PIVOTS BECOME PROGRESS

“We’re known in the industry for our trend-forward approach to limited-time-offers and seasonal menus and look forward to pushing the envelope [with innovative cocktails].”

Shane Schaibly, First Watch

“Consumers are different about how and when they dine out and how they buy, and we’ve had to change with them.”

Tim Adams, J. Timothy’s Taverne

“We’re passionate about ensuring that the quality of our drinks is on par with our food. The goal is to continue doing what we do really well.”

Blanca Aldaco, Aldaco’s Mexican Cuisine

“We’re determined to replicate the same experience whether [customers are] here or at home—with consistency and quality of product.”

Edgar Guevara, Mi Cocina Restaurants

“Since Covid-19, people are just trying different things...it’s additional revenue for us and added value for our customers.”

Rob Moss, Washington Prime

“We’re pioneering something new under temporary guidelines, and hope it continues.”

Ryan Fletter, Barolo Grill

“We’re always trying to come up with creative ways to do business, small things that make a big impact.”

T.J. Oakley, Cuvée Wine Table and Bristol Bar & Grille

Wooing wine drinkers

82% say they would like to be able to order a glass of wine that is typically only offered by the bottle.

60% say they would like the option to include wine by the glass with a takeout or delivery order.

64% say they would join a wine club that offers bottles of wine selected by the restaurant’s staff.



