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.

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

Stirring cocktail drinkers

PIVOTS BECOME PROGRESS

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 Alfaro, Atlanta’s Mexican Cuisine

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

Tim Adams, J. Timothy’s Taverne

We’re determined to replicate the same experience whether our customers are here or at home—consistency and quality are important.

Edgar Guevara, Mi Cocina Restaurants

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

Tapping into beer drinkers

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

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

80% say they would order smaller tasting-sized glasses of beer from the menu.

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 join a wine club that offers bottles of wine selected by the restaurant’s staff.

87% say they would like to order drinks made with locally produced distilled spirits.

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

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

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

Shane Schaibly, First Watch

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.

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"Wooing wine drinkers"

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""Wooing wine drinkers”"
70% of beer drinkers, 69% of wine drinkers, and 67% of cocktail drinkers will choose one restaurant over another based on alcohol beverage availability.

Consumers trust restaurants

- 84% say restaurants are a good place to learn about new drinks.
- 82% trust the staff for good recommendations.

Alcohol to-go is here to stay

- Nearly 9 in 10 operators offering alcohol-to-go now plan to continue as long as it’s allowed.
- 84% of adults who ordered takeout or delivery in the last 6 months included an alcohol beverage in the order.

Room to grow

- 24% of adults say they’d like more alcohol beverage options with takeout or delivery orders.
- 61% of adults who ordered takeout or delivery in the last 6 months included an alcohol beverage in the order.

For restaurants serving drinks, alcohol service on average = 21% of total limited-service sales

- They serve on average = 6% of total limited-service sales

- 70% of beer drinkers
- 69% of wine drinkers
- 67% of cocktail drinkers

will choose one restaurant over another based on alcohol beverage availability.

Alcohol to-go

- 9 in 10 operators offering alcohol-to-go now plan to continue as long as it’s allowed.
- A much smaller portion offer it for delivery.

ServSafe Alcohol training and the ServItUp Resource Center help your teams serve customers responsibly.

States allowing cocktails to-go

- 9 in 10 operators offering alcohol-to-go now plan to continue as long as it’s allowed.
- 24% of adults who ordered takeout or delivery in the last 6 months included an alcohol beverage in the order.

States allowing wine to-go

- 21% of total limited-service sales

- They serve on average = 6% of total limited-service sales

- 70% of beer drinkers
- 69% of wine drinkers
- 67% of cocktail drinkers

will choose one restaurant over another based on alcohol beverage availability.