Trends in On- and **Off-Premises** Beverage Alcoho

ON THE

MENU

POCKET FACTBOOK



**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 1) 🕖 80% say they would participate

in events at the restaurant

cocktails or mixed drinks

for customers to sample.

that offer a selection of

### 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** Aldaco. how and when they dine out and how they buy, and we've had to Mexican change with them." Cuisine

**Tim Adams.** J. Timothy's Taverne

passionate We're determined to replicate the same quality of experience our drinks whether is on par [customers food. The goal is to doing what product." really well.

We're

about

ensuring

that the

with our

continue

we do

Blanca

Aldaco's

Mi Cocina Restaurants

are] here or at home—with consistency and quality of

Edgar Guevara,

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

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.



# Wooing wine drinkers

For restaurants serving drinks. alcohol service on average =

21% 6% of total of total fullservice limited-service sales sales

**70%** of beer drinkers **69%** of wine drinkers **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

9 in 10 operators offering lcohol to-go now plan to continue as long as it's allowed.

9 in 10 operators offer alcohol to-go for takeout.

Nearly

A much smaller portion offer it for delivery.





## Room to grow 24%

of adults who ordered takeout or delivery in the last 6 months included an alcohol beverage in the order.

61%

of adults say they'd like more alcohol beverage options with takeout or

delivery orders.

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