

The Mintel logo is a yellow speech bubble with the word "Mintel" in white, sans-serif font. It is positioned in the top right corner of the slide.

Mintel

The Cheers Beverage Summit logo is a circular emblem with a white background and a dark border. It features the text "Cheers Beverage Summit" in a mix of fonts, with "Cheers" in a small sans-serif font, "Beverage" in a large, elegant script font, and "SUMMIT" in a smaller, bold sans-serif font. It is located in the top right corner, to the right of the Mintel logo.

Cheers  
Beverage  
SUMMIT

The background of the slide is a dark, textured surface, possibly a bar counter. It features a central glass of an amber-colored drink with several ice cubes. To the left, there are slices of citrus fruit, including a whole orange and a slice of grapefruit. In the bottom left, there's a small metal cup containing a red liquid. On the right side, there are various bar tools, including a silver cocktail shaker and a metal strainer. The overall lighting is dramatic, highlighting the textures and colors of the ingredients and tools.

# On-Premise Data: Delving into Consumers' Preferences

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# Today's speaker



**Amanda Topper**

 @amandatopper

Associate Director, Foodservice Research



# Our expertise



**Mintel Reports** is a one-stop online source of consumer and market intelligence. Combining primary and secondary research, it gives you a complete view of consumer markets, trends and behavior.



**Mintel Menu Insights** tracks foodservice trends on a daily basis, in chain restaurants, beverage-centric outlets and the most innovative independent places to dine, including top chef establishments.



**WHAT CONSUMERS WANT AND WHY**

# At-home occasions edge out bars and restaurants

“Where did you drink the following types of alcoholic drinks in the past three months?”

AT HOME

88%

Own home  
Someone else's home

ON PREMISE

78%

Bar  
Brewery  
Restaurant  
Entertainment venue  
Sports/arcade venue

ANY RESTAURANT

69%

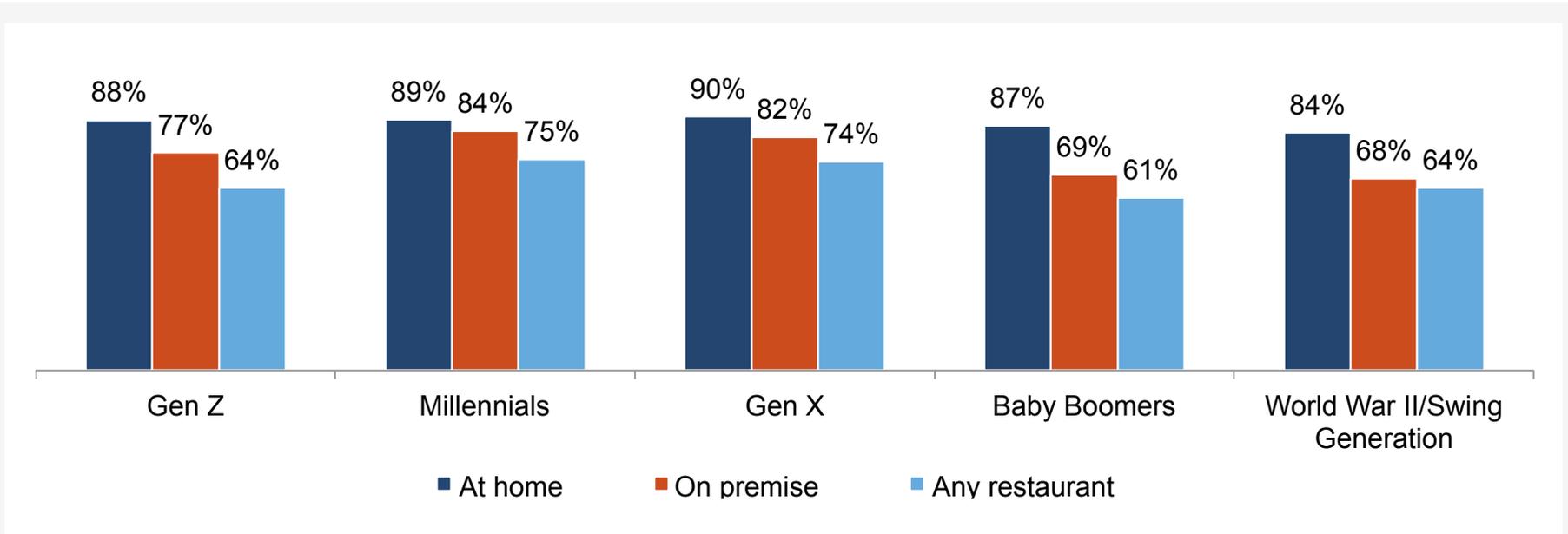
Casual dining chain  
Independent  
Fast casual

Base: 1,703 internet users aged 22+ who consumed alcoholic beverages in the past 3 months  
Source: Lightspeed/Mintel



# Gen Z drinks less than Millennials or Gen X

“Where did you drink the following types of alcoholic drinks in the past three months?”



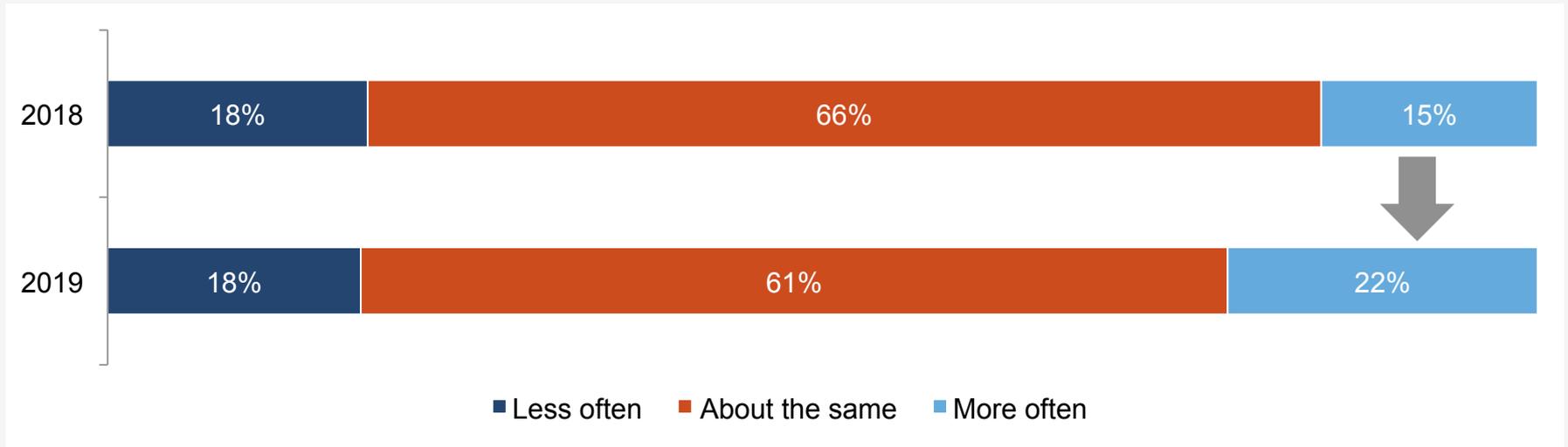
Base: 1,703 internet users aged 22+ who consumed alcoholic beverages in the past 3 months

Source: Lightspeed/Mintel



# Despite retail competition, Americans are drinking AFH more often

“Compared to a year ago, are you drinking alcoholic beverages away from home...”



Base: 1,333 internet users aged 22+ who drink on premise

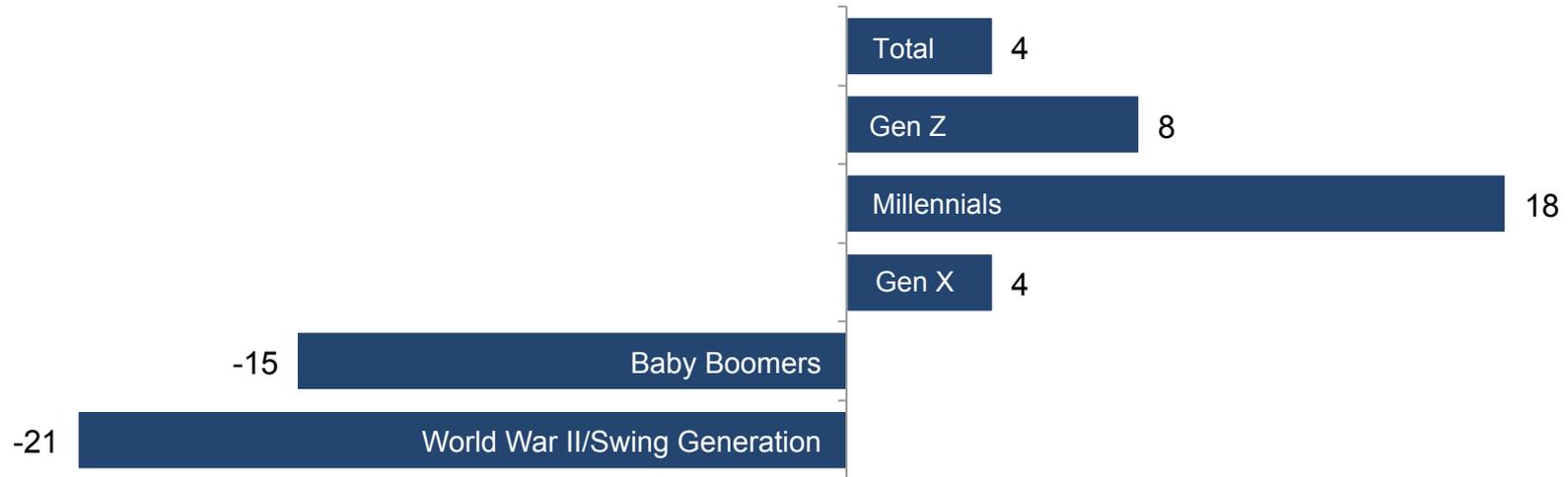
Source: Lightspeed/Mintel



# Gen Z drinking AFH more, but not as much as Millennials

“Compared to a year ago, are you drinking alcoholic beverages away from home...”

Net difference (drinking more – drinking less)



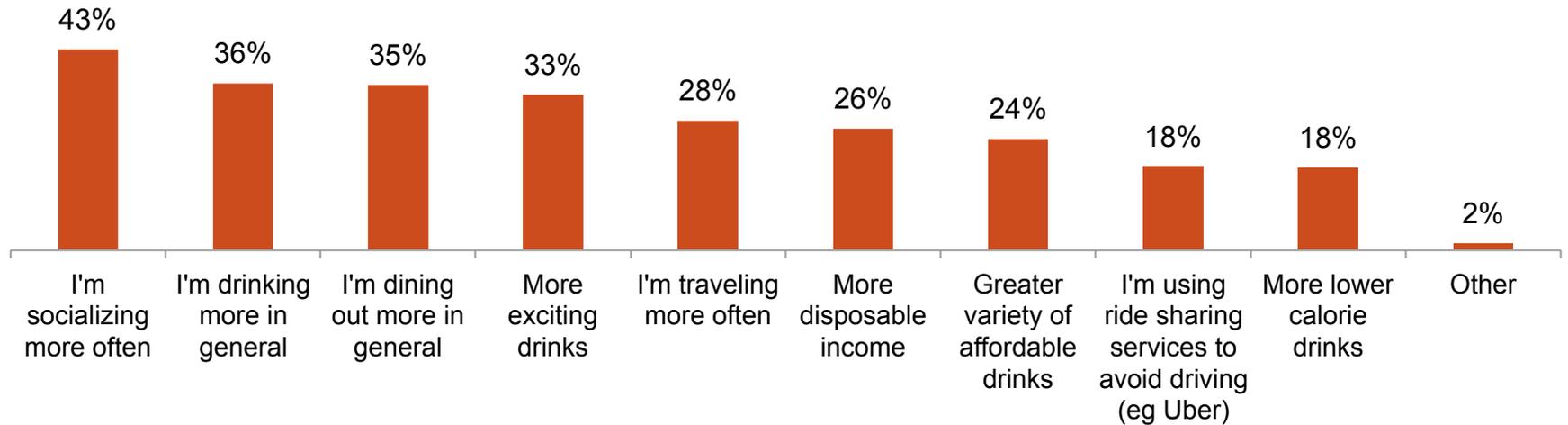
Base: 1,333 internet users aged 22+ who drink on premise

Source: Lightspeed/Mintel



# Socializing is a key driver for increased AFH drinking

“Why are you drinking alcohol away from home more often?”

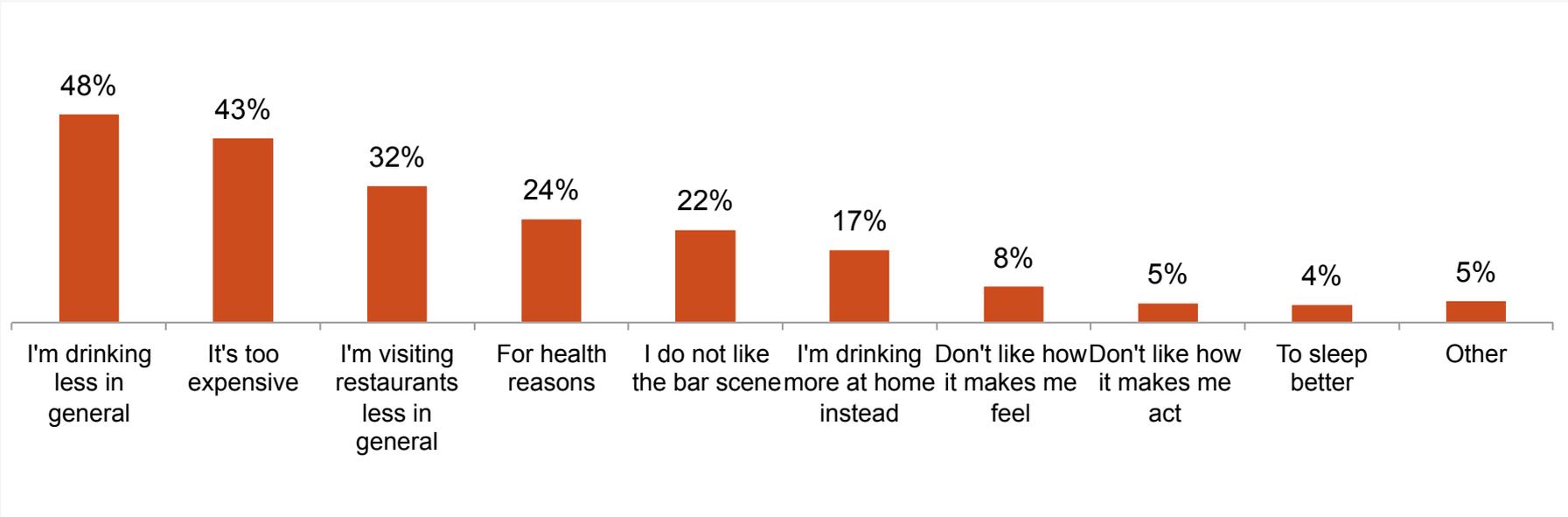


Base: 289 internet users aged 22+ who are drinking AFH more often compared to one year ago

Source: Lightspeed/Mintel

# Price and health concerns are growing deterrents

“Why are you drinking alcohol away from home less often?”



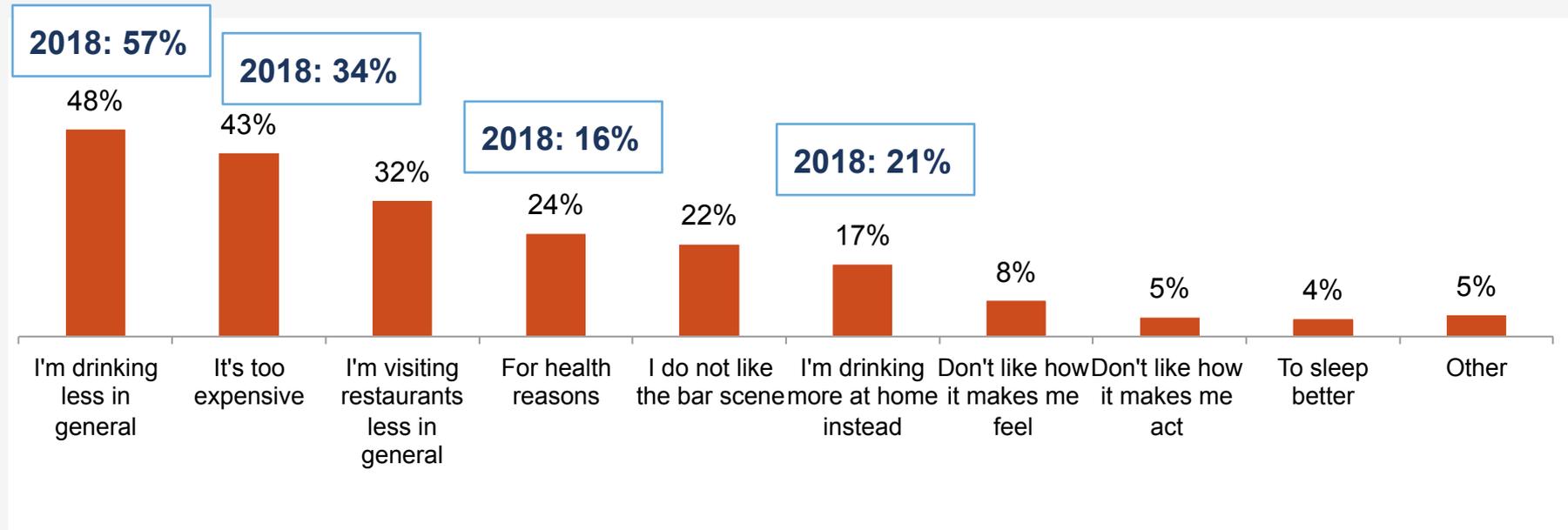
Base: 236 internet users aged 22+ who are drinking alcohol away from home less often

Source: Lightspeed/Mintel



# Price and health concerns are growing deterrents

“Why are you drinking alcohol away from home less often?”



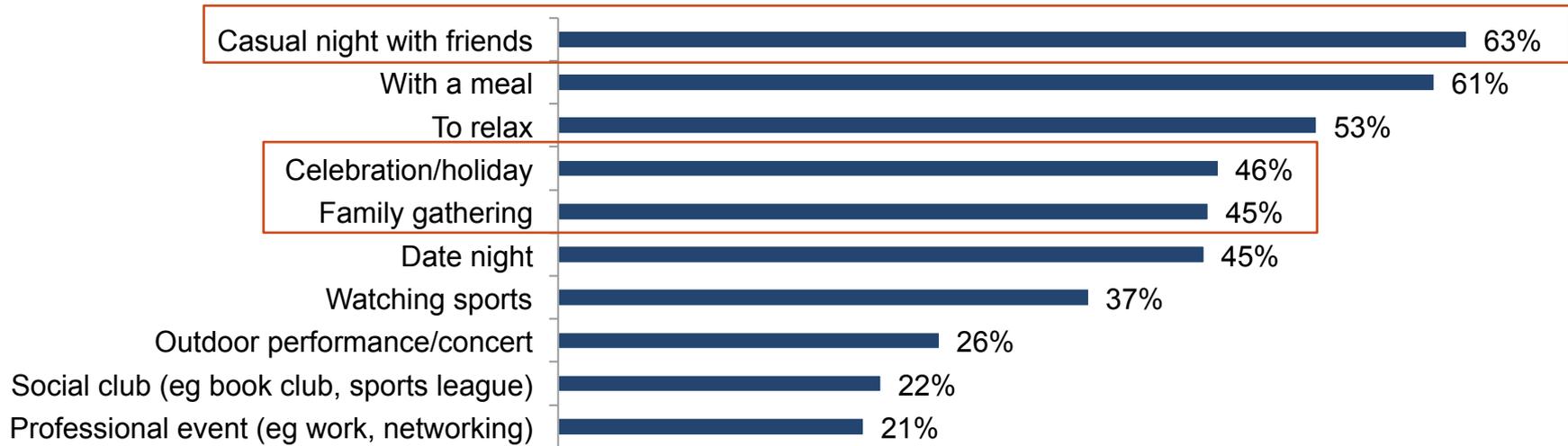
Base: 236 internet users aged 22+ who are drinking alcohol away from home less often

Source: Lightspeed/Mintel



# Drinking is synonymous with social occasions

“On which occasions did you drink each of the following at a bar or restaurant?”



Base: 1,333 internet users aged 22+ who drink on premise

Source: Lightspeed/Mintel

# Consumers want to be social with or without alcohol

“For which of the following reasons would you try a mocktail or non-alcoholic cocktail?”

**28%**

Want to be social without drinking alcohol  
(#1 reason)

**18%**

Taking a break from alcohol  
(eg Dry January)

**17%**

To save calories

**15%**

For relaxation benefits (eg CBD)

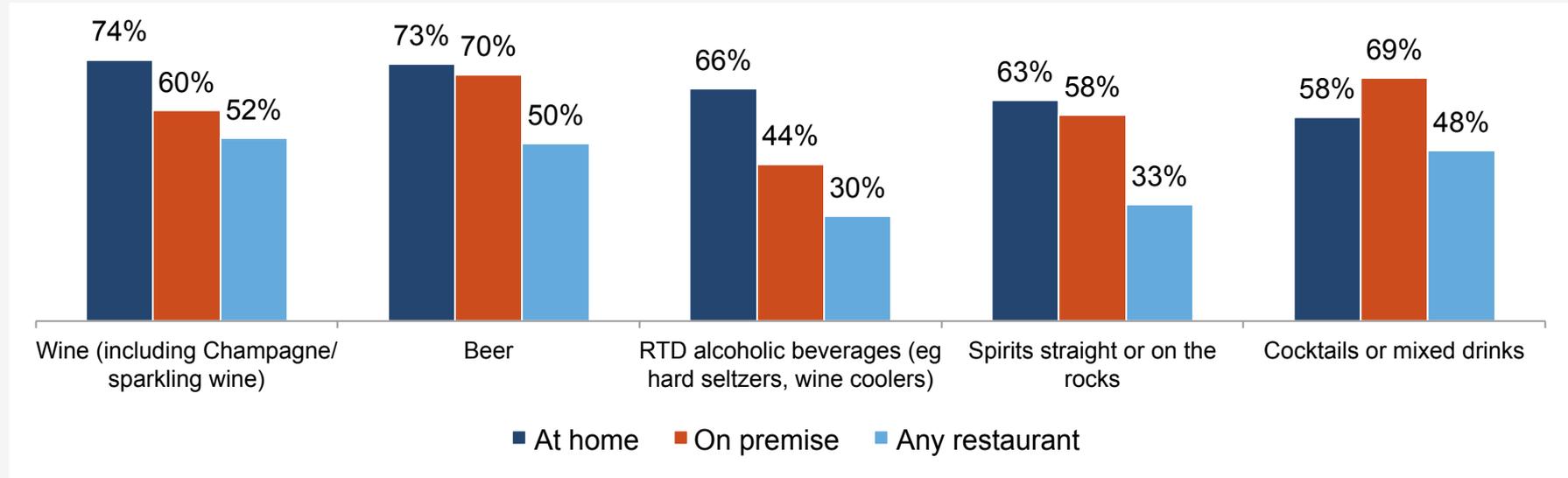
Base: 2,000 US internet users aged 22+

Source: Lightspeed/Mintel



# Beer, cocktails most popular on premise, but there's room for more RTDs

“Where did you drink the following types of alcoholic drinks in the past three months?”



Base: internet users aged 22+ who consumed alcoholic beverages in the past 3 months (varies based on alcohol type)

Source: Lightspeed/Mintel



# It's (almost) always a good time for a beer



**Casual night  
with friends**



**To relax**



**With a meal**



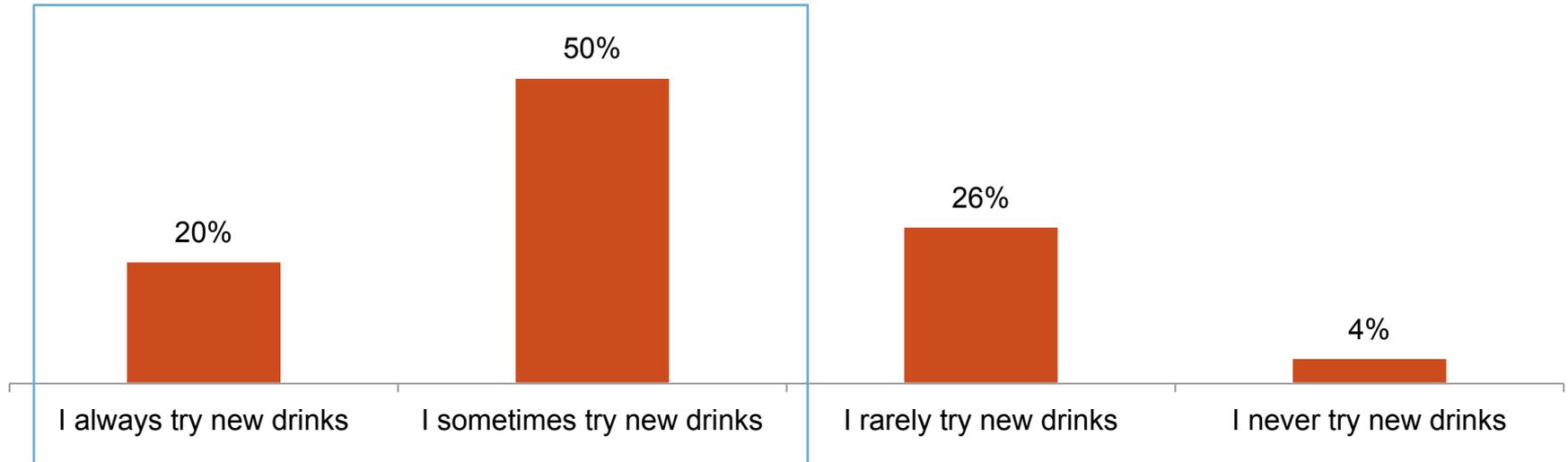
**Date night**

*Base: internet users aged 22+ who consumed alcoholic beverages in the past 3 months (varies based on alcohol type)*

*Source: Lightspeed/Mintel*

# One in five are adventurous drinkers

“Which of the following statements about drinking away from home do you agree with?”



Base: 1,333 internet users aged 22+ who drink on premise

Source: Lightspeed/Mintel



# Appeal to adventurous drinkers and convert picky drinkers

**“I always try  
new drinks”**

Gen Z and Millennials  
(especially age 22-44)

Parents

Urban dwellers

*Base: 1,333 internet users aged 22+ who drink on premise*

*Source: Lightspeed/Mintel*



# Appeal to adventurous drinkers and convert picky drinkers



“I always try  
new drinks”

Gen Z and Millennials  
(especially age 22-44)  
Parents  
Urban dwellers

“I sometimes try  
new drinks”

Gen X  
Hispanics and Asians  
Middle-income earners  
Suburbanites

Base: 1,333 internet users aged 22+ who drink on premise

Source: Lightspeed/Mintel



# Appeal to adventurous drinkers and convert picky drinkers

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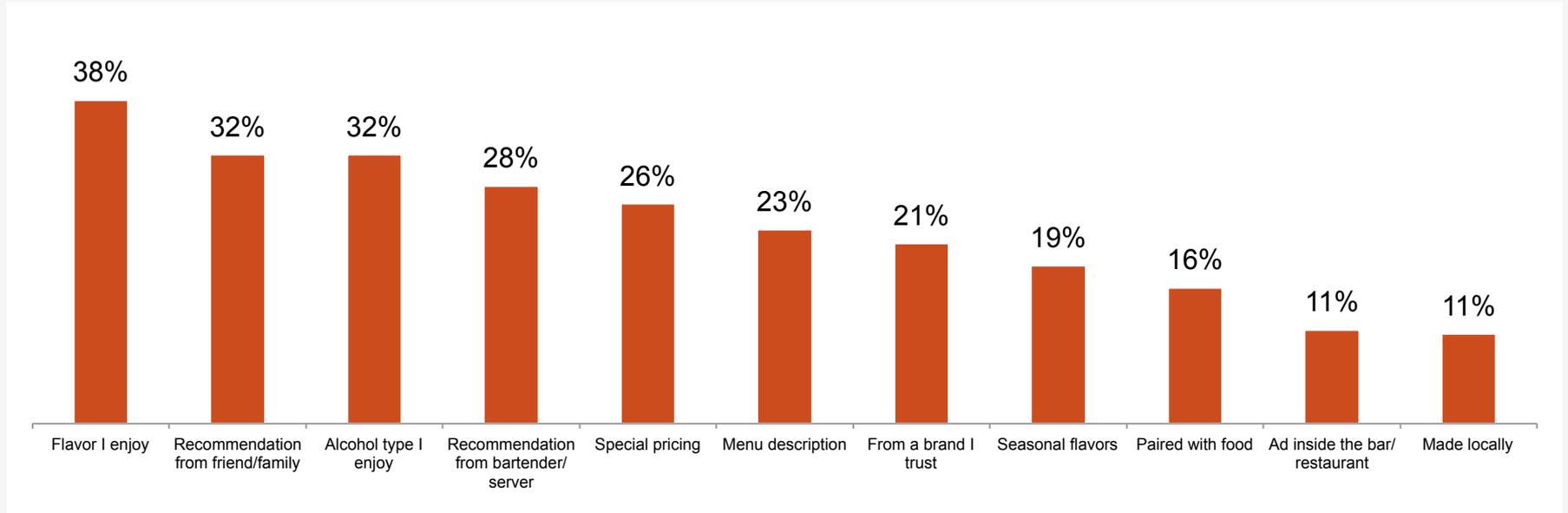
Gen X  
Hispanics and Asians  
Middle-income earners  
Suburbanites

“I rarely try  
new drinks”

Baby Boomers and older  
Non-parents  
High-income earners

# Taste above all else

“Which of the following factors would most motivate you to try a new drink away from home?”



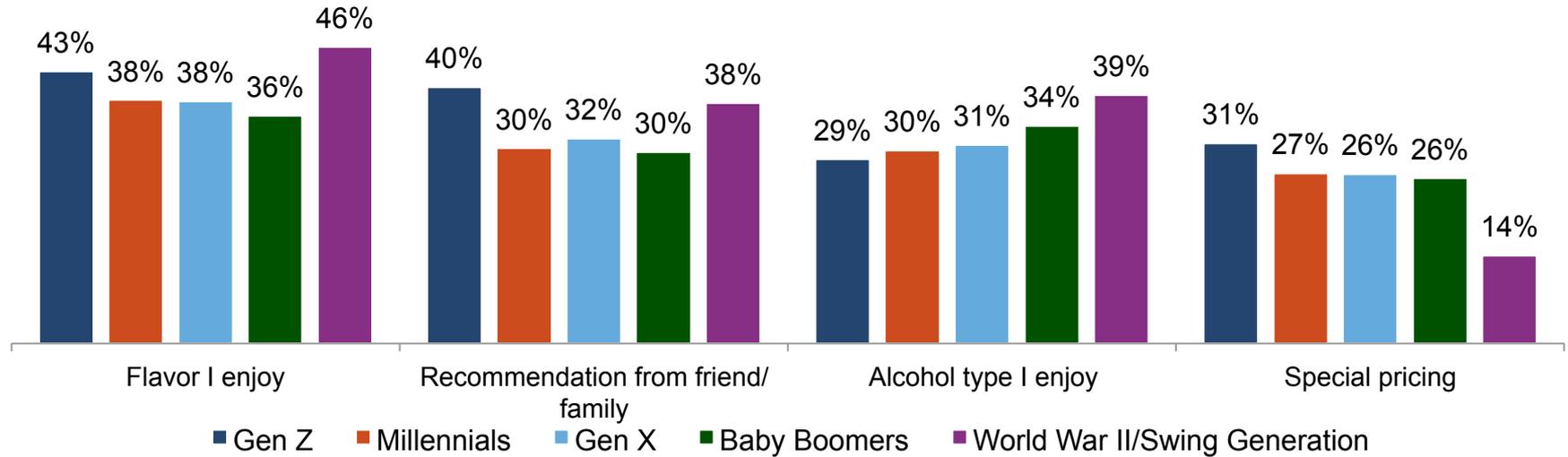
Base: 1,333 internet users aged 22+ who drink on premise

Source: Lightspeed/Mintel



# Flavors, recommendations have cross-generational appeal

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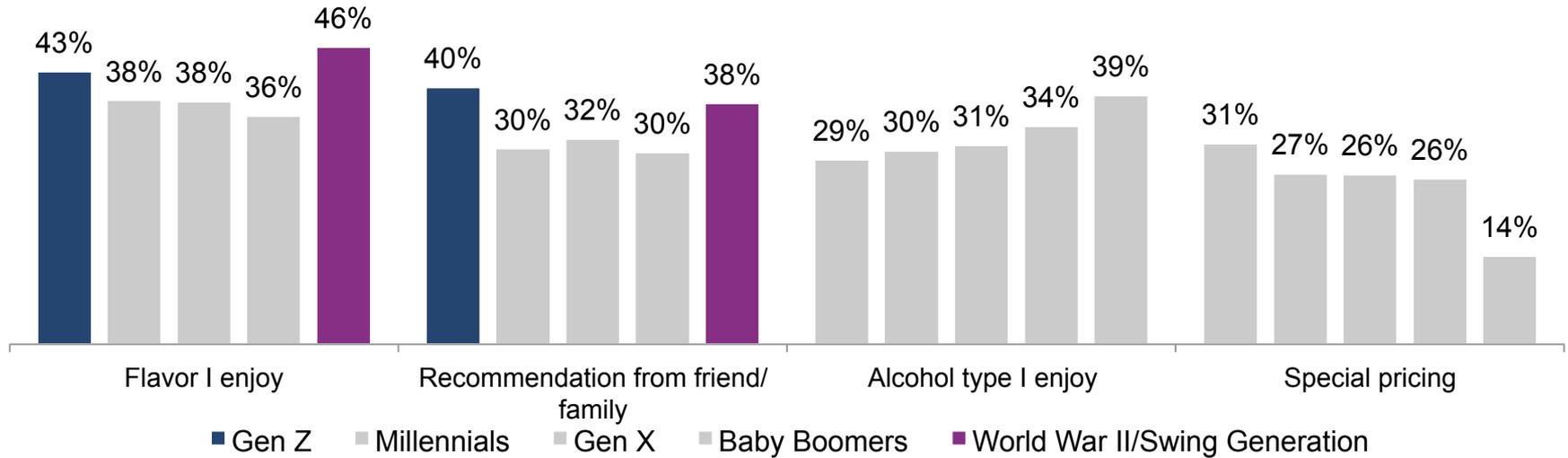
Base: 1,333 internet users aged 22+ who drink on premise

Source: Lightspeed/Mintel



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## KEY TAKEAWAYS

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## Take a cue from retail

Despite more Americans drinking at home than on premise, you can target consumers who have increased their AFH drinking. Expand your menus and cater to interest in healthy and flavorful options, taking inspiration from the wide variety of retail alcoholic drinks.

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## Keep it social

Whether drinking alcohol or not, consumers want to be social. Make your customers eager to return with a unique setting and décor, impressive drink presentations, and on-site activities that promote socialization.

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Despite more Americans drinking at home than on premise, you can target consumers who have increased their AFH drinking. Expand your menus and cater to interest in healthy and flavorful options, taking inspiration from the wide variety of retail alcoholic drinks.

## Keep it social

Whether drinking alcohol or not, consumers want to be social. Make your customers eager to return with a unique setting and décor, impressive drink presentations, and on-site activities that promote socialization.

## Encourage experimentation

On-premise drinking occasions allow for experimentation and new drink trial in ways that cannot be easily replicated at home. Server recommendations, menu pairings and specials can promote new drink trial and aid in offering a unique drinking experience.

Cheers! Questions?



**Amanda Topper**

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Associate Director, Foodservice Research

**The world's leading market intelligence agency**

Our expert analysis of the highest quality data and market research will help you grow your business.



**Experts in what consumers want and why**

