

VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

September 27-29, 2021 | Omni La Costa Resort & Spa, Carlsbad, CA

bar &
restaurant

AN EXPERIENCE FROM

questex



--- Recall & Reimagine

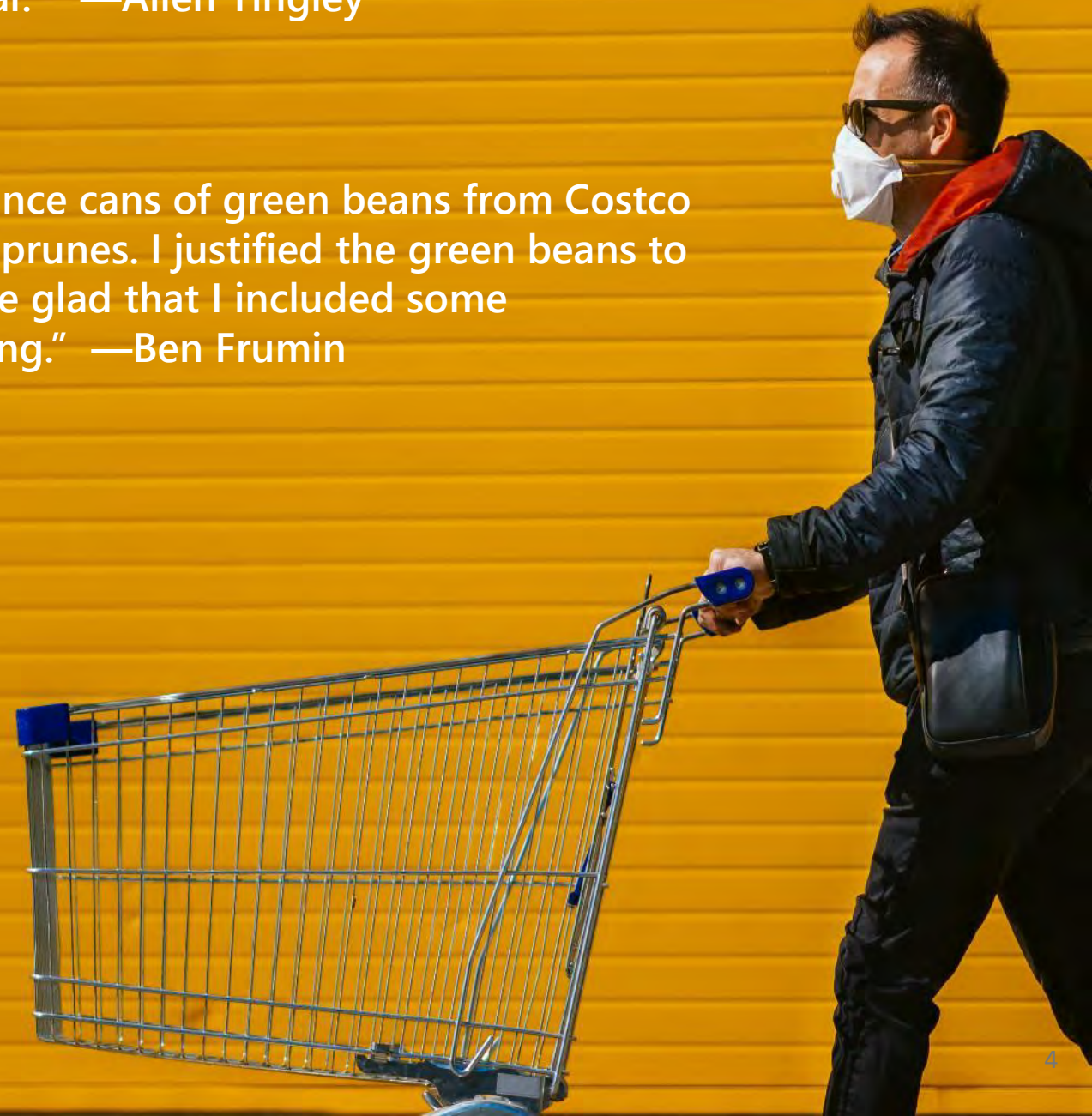
AFTER VIBE 2020...



“We thought we were ridiculous for buying 20 pounds of flour at Costco, but we ended up doing that three times over the last year.” —Allen Tingley

“I panic-bought two massive 102-ounce cans of green beans from Costco as part of a \$421 and 3.5 pounds of prunes. I justified the green beans to my wife by saying I thought she’d be glad that I included some vegetables in my apocalypse planning.” —Ben Frumin

“We bought over \$150 worth of board games and puzzles. We’d never been board game people, but we were convinced that all this time indoors would convert us. We were wrong: I had a meltdown and we never even read the directions for the rest of the games.” —Elissa Sanci,



Custom Crochet Mittens
Essential Oil Diffuser
Indoor Hydroponic Garden
Watercolor Set
Baby Yoda Plush
Adjustable Dumbbells
Peloton
Virtual Concert Tickets
Tickets For Local Virtual Cooking Class
Hula Hoop
Board Games



MEET POLLY!





...and then came **FINN!**

STATE OF THE MENU

The pandemic had an unprecedented impact on restaurant menus.

59.7%

of restaurants
reduced their
menu size

menus
shrank by

10.2%

during
COVID

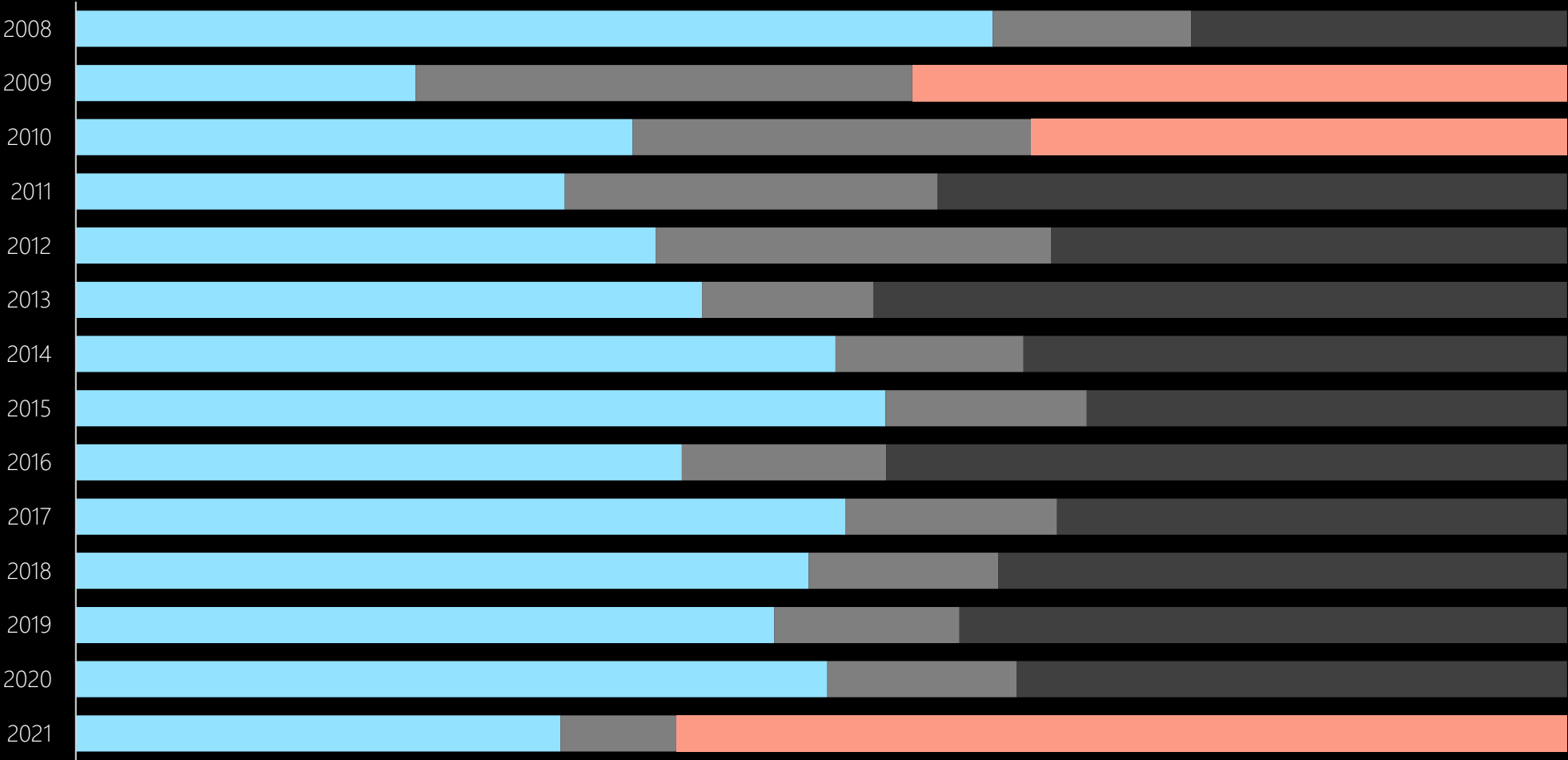
CHANGE IN MENU SIZE VS. PRIOR YEAR

Grew No Change Shrank



Recession



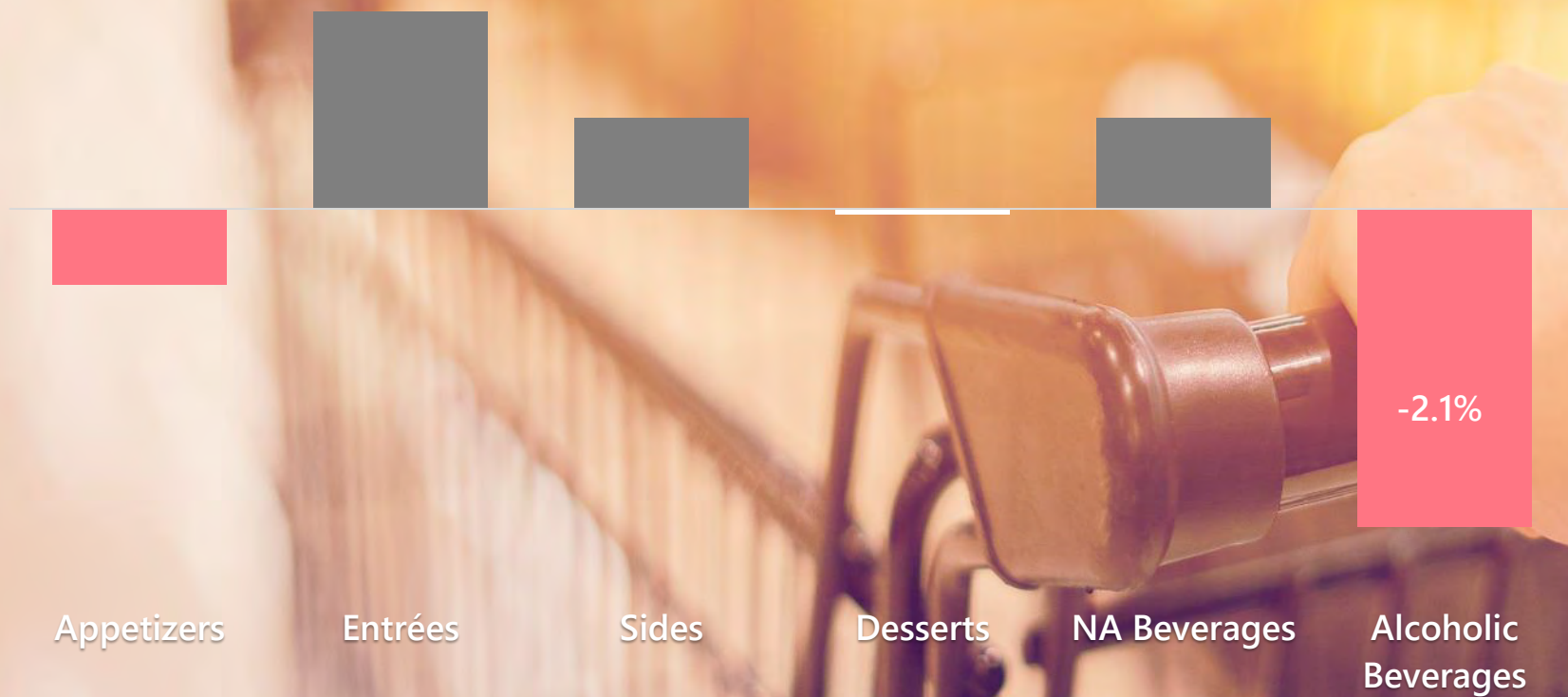
COVID-19 Pandemic



OF ITEMS PER MENU

	2020	2021	Change
Appetizer	21.2	18.2	-14.3% 
Entrée	75.7	70.4	-6.9%
Side	20.8	19.8	-4.7%
Dessert	9.6	8.6	-10.8%
Non-Alc Bev	20.5	19.6	-4.3%
Adult Bev	59.2	49.3	-16.7% 





**Adult beverages
lost share of
menu.**

What about all those delicious trends?



prior to the pandemic, there were

289

Adult beverages, growing at a
substantial rate

(with at least 5% relative penetration growth the prior year, and at least 20% over the prior 4 years)

37% continued growing

Rose

Red Blend

Spritz

Hazy IPA

Hard Seltzer

63% stopped or reversed

Paloma

French 75

Sour Ale

Highball

House White & Red

TODAY?

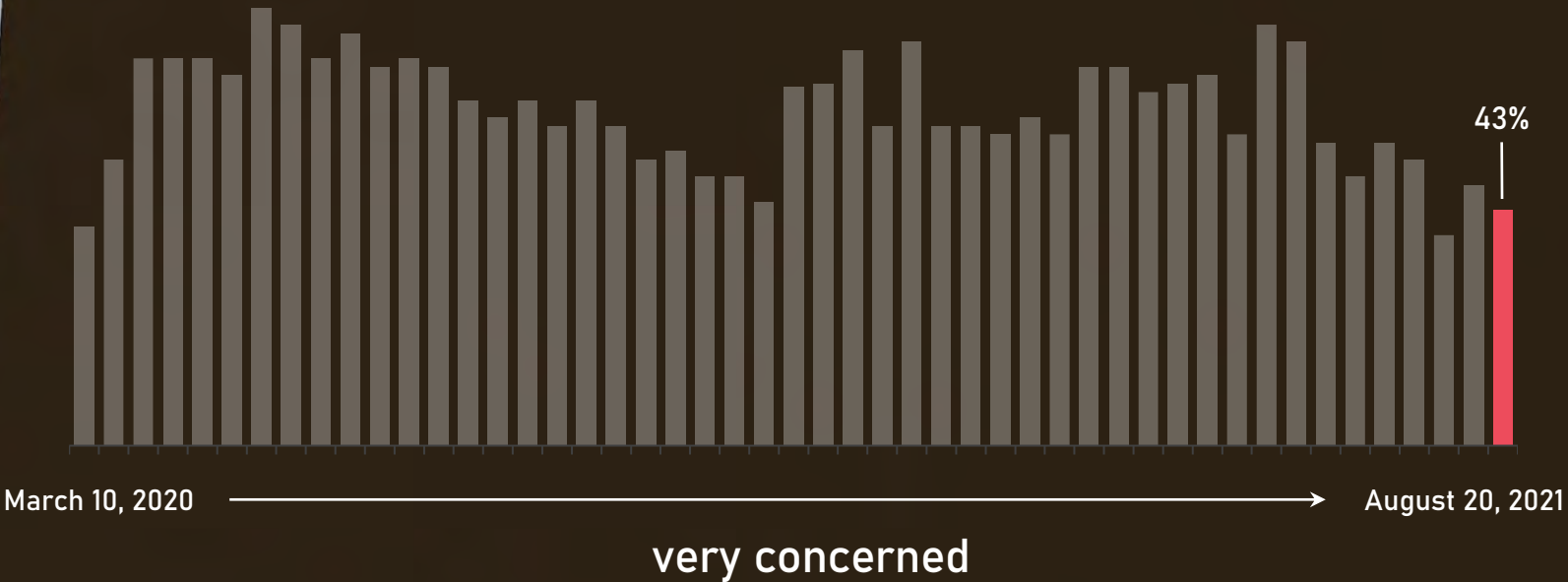


**NO VACCINE
NO MASK
NO ENTRY**

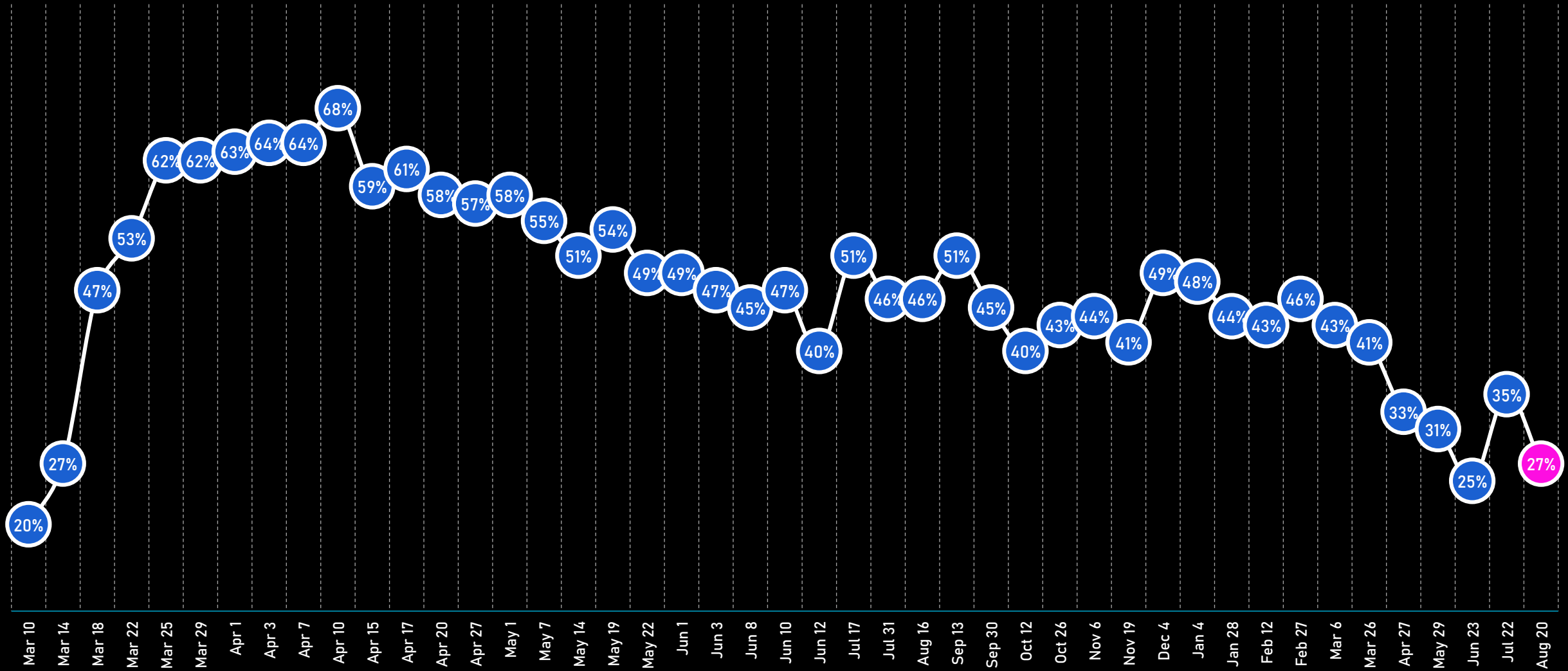




COVID concerns climbed up in July with the onset of the Delta variant but eased up a little in August.



“definitely avoid” eating out





PRICE

58%

+12% on avg. past 6 mos.



Here we go....

THE BIG TRENDS FUTURE OF DRINK



WINE ON TAP	TO INTERACT VIA QR CODE ETC.	PISCO BASED COCKTAILS
BOOZY MILKSHAKES	SPARKLING COLD BREW TEAS (IN WINE BOTTLES)	SYNTHETIC WINE
FLAVORED RUM	CLOUDBERRIES IN ALCOHOLIC BEVERAGES	MODERN CRAFT GIN (THE NEW WAVE OF GIN STYLES)
ALCOHOL-INFUSED TONIC WATERS	YUZU	ZERO-WASTE BAR PROGRAMS
SUSTAINABLY PRODUCED ADULT BEVERAGES	HEIRLOOM GRAINS / ANCIENT GRAINS IN LIQUORS	SEA BUCKTHORN BERRIES IN ALCOHOLIC BEVERAGES
BOOZY FROZEN DESSERTS	SOJU	JAPANESE-STYLE COCKTAIL BARS
MEZCAL	LINGONBERRY IN ALCOHOLIC BEVERAGES	LILLET
SOUR BEERS	CANNED SAKE	BIODYNAMIC WINES
ALCOHOL-REDUCTION FOODS OR PRODUCTS	RUBY CHOCOLATE IN COCKTAILS	IN-HOME SMART COCKTAIL SYSTEMS
VERMOUTH AS THE FEATURED ITEM	SEAWEED IN COCKTAILS	AI-POWERED ADULT BEVERAGE OR COCKTAIL APPS
BEERS WITH DRY HOPPING	TURMERIC IN COCKTAILS	ALCOHOL AVAILABLE WITH MEAL/FOOD DELIVERY
COLD BREW COFFEE LIQUEURS	COCKTAIL CAVIAR	OLEO SACCHARUM
ELEVATED BREAKFAST/BRUNCH COCKTAILS	PLANT-BASED ALCOHOL-FREE COCKTAILS	FROZEN WINE/SLUSHIES (F'ROSE, F'RIESLING)
COCKTAILS ON TAP	COCKTAILS SERVED WITH FRAGRANCE	SAKE
SINGLE-ORIGIN COFFEE LIQUEURS	ST. GERMAIN / ELDERFLOWER LIQUEUR	WINES FROM UNIQUE INT'L AREAS
COCKTAILS / PUNCHBOWLS WITH DRY ICE	GENEVER	SPARKLING WHITE WINES (OTHER THAN CHAMPAGNE)
PORTABLE COCKTAIL KITS	SMOKY, BURNT OR CHARRED FLAVORS IN ALCOHOLIC BEVERAGES	ALCOHOL-FREE BEER
LOW-CARB / LOW-SUGAR WINE	ALCOHOL-INFUSED WATERS	FLAMING COCKTAILS
NOSTALGIC THEMED BEVERAGES LIKE CEREAL MILK COCKTAILS	THC-INFUSED BEVERAGES	WINE COCKTAILS
CBD-INFUSED BEVERAGES	TEA-BASED BEER OR SPIRITS	DESSERT WINES
REUSABLE GROWLERS	ALCOHOL IN VENDING MACHINES OR AUTOMATED MINI-MARKETS	CANNED READY TO DRINK WINES
HERBS AND FLOWERS USED IN COCKTAILS	COCKTAIL CART FOR MADE-TO-ORDER DRINKS	ALCOHOLIC BEVERAGES MADE WITH LOCAL INGREDIENTS
SINGLE SERVE, BOTTLED OR CANNED, READY TO DRINK COCKTAILS	ROSÉ CIDER	HARD / SPIKED SELTZERS
SOCIAL MEDIA-WORTHY ALCOHOLIC BEVERAGES (INSTAGRAM, TIKTOK, YOUTUBE)	DRINKS FEATURING A COLD-PRESSED FRUIT JUICE	SPARKLING RED WINES
DIGESTIF	LOW-ALCOHOL "SESSION" BEERS & CIDERS	INNOVATIVE DRINK GLASSES/VESSELS
DETOXYFING COCKTAILS	MONK FRUIT SWEETENED DRINKS OR LIQUEURS	CRAFT CIDERS
CHARTREUSE	ALCOHOL HOME DELIVERY	NITRO BREW COCKTAIL
TEA-BASED ALCOHOLIC BEVERAGES	SPIRITS AGED IN WINE BARRELS	
ARTISAN BITTERS IN COCKTAILS	KOMBUCHA COCKTAILS	



147



To-GO



59%

have noticed adult
beverages offered
for pickup/delivery
in their area

+16%





44%

have ordered adult
beverages for pickup /
delivery during
pandemic

+20%

since 2020

61%


Interested in adult beverage from LSRs
Gen Z

CONCERNS ABOUT ORDERING

A third of consumers have no concerns

Bars and restaurants substituting lower-quality alcohol in my cocktails / mixed drinks 21%

People improperly handling the bottles / cans (without gloves, etc.) 20%

A photograph of a laptop on a white surface. The laptop screen is open and shows a black rectangle with white text. To the left of the laptop is a large, elegant wine glass partially filled with red wine. In the background, a wooden wine rack holds several bottles of wine, some with red caps and some with black caps. The background is a light-colored, textured wall.

More than 2/3 say
having adult beverages to-go
impacts their restaurant selection

RTD Cocktails
64% interested!



Casual Dining
Stadiums/Arenas
Sports bars
Eatertainment



生クリーム

は飲み物

カウ
コーヒー
味

Enjoy
drinking
a whipping
cream!



NOOTROPICS IN DRINKS

50% interested



Ultimate
Nootropic
Energy
Seltzer

CD
Eatertainment
Neighborhood bar

PLANT-BASED ALC.-FREE COCKTAILS

42% interest




BITTER SIPPING LIQUORS

46% interest



Plant-based sources of nutrients includes vitamin D3 from lichen, zinc from guava leaf extract, vitamin C from acerola cherry juice and calcium from red algae.





Half are
interested
botanicals &
digestifs

HAUS' Modern Aperitifs
Stronger than wine, lighter than whiskey

LOW & NO ALC.
WINE, BEER, SPIRITS

Interest avg. +10%

Sport Bars
Neighborhood Bars
CD
Wine bar



70% FRUIT WINES

(Millennials & Z)



“the refreshing choice” low alcohol, low calorie Italian sparkling

Upscale Dining
CD
Neighborhood bars
Wine bar
Hotel

SELTZER + SPIRIT

58% interested



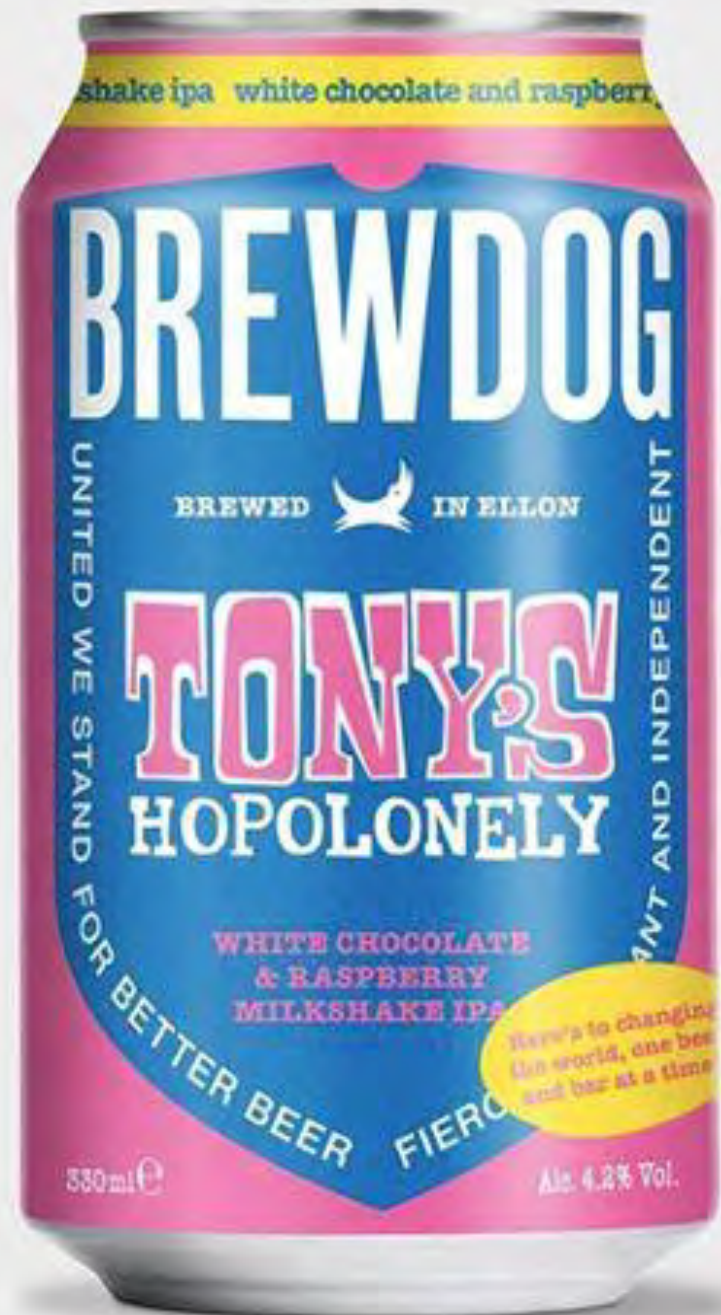
Nightclub
Sports bar
CD

NAVY OR CASK STRENGTH

Sam Adams Utopia
28% ABV

44% interest





MILKSHAKE IPAS

Chocolate

Sustainable

Cause based (still top 20)





RUBY CHOCOLATE

Cruises
Hotel
Lounges



COPAL TREE
DISTILLERY

SINGLE ESTATE
ORGANIC RUM

COPALLI

CACAO
FLAVORED RUM

DISTILLED FROM
FRESH SUGARCANE JUICE,
PURE CANOPY WATER AND
RAINFOREST CACAO



80 PROOF
40% ALC./VOL. - 750mL

MODERN CRAFT GIN
+11%



53% interested HARD COFFEE



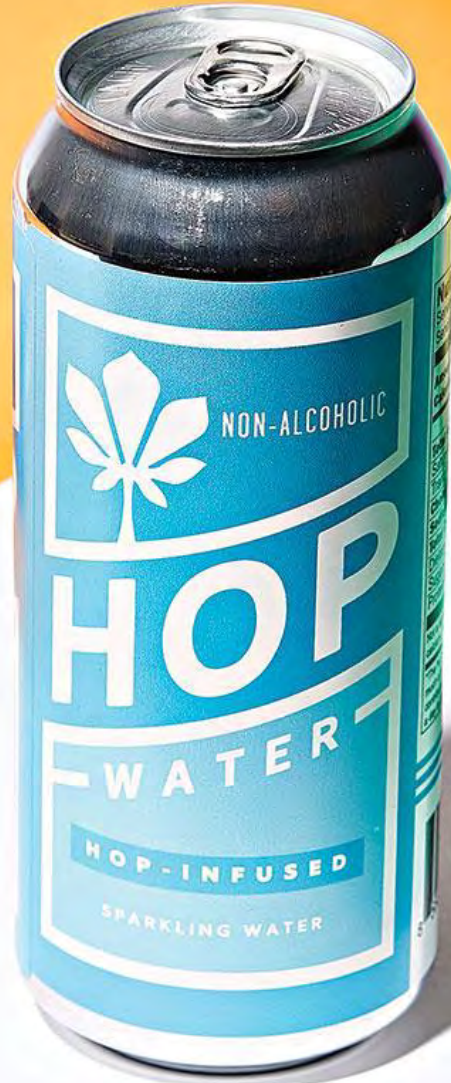
Sports Bar
Upscale Restaurants
CD



37%

Interested in

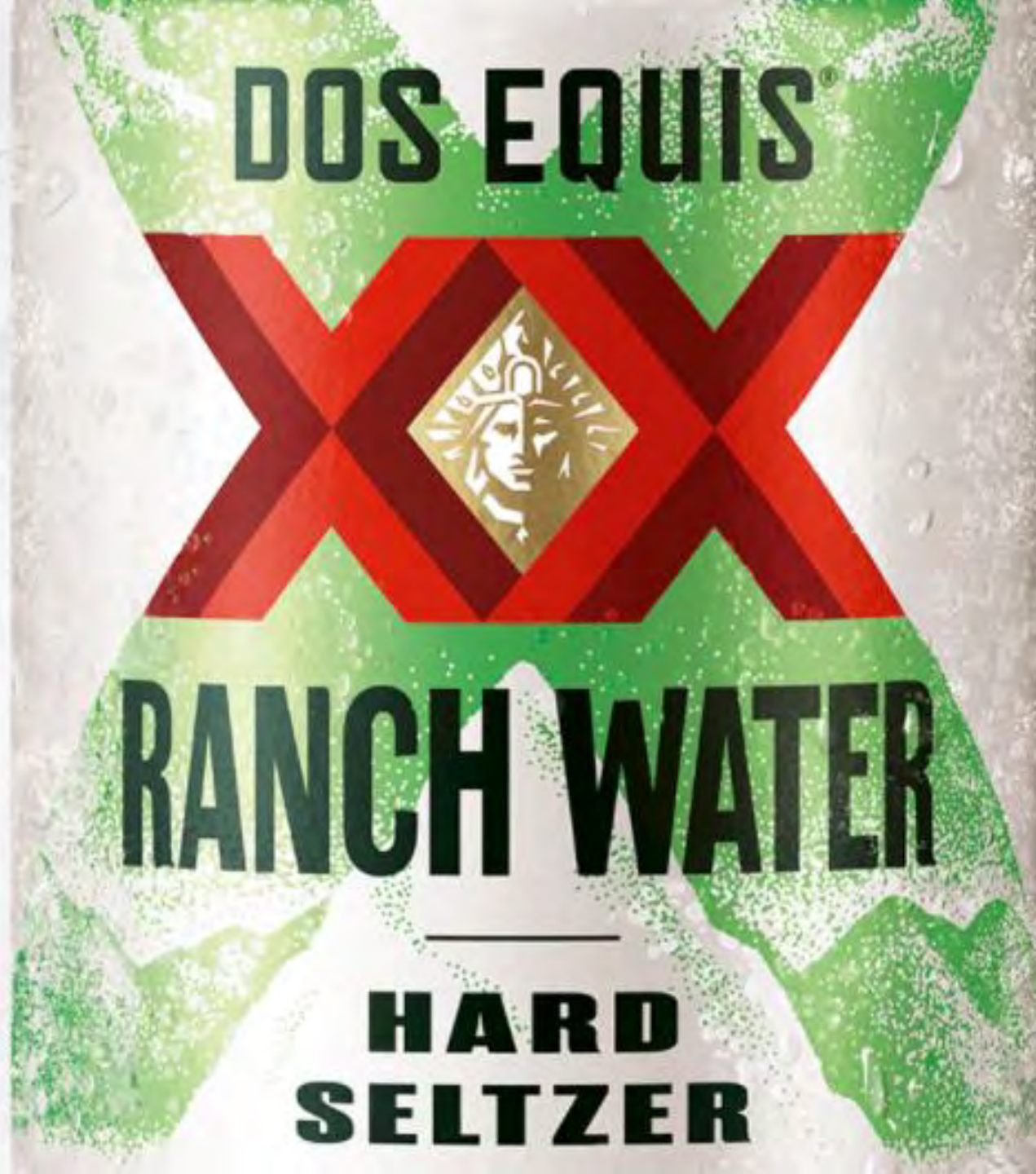
HOP-TEA OR HOP-WATER



RANCH WATER

+285%

past year on
beverage menus



55%

interested in
**CBD-INFUSED
BEVERAGES**



55%

interested in

THC-INFUSED BEVERAGES



64% interested

EDIBLE ALCOHOLIC TREATS



Retail
Eatertainment
Gen Z

Let's Get Weird...





PRETZEL BEER



MARMITE ALE



Coke Coffee?



HARD MTN DEW





BUD LIGHT FALL SELTZER



HARD SELTZER SMOOTHIES





DUG POTATO MILK



KABOCHA MILK



芋



ROASTED SWEET POTATO FRAP

DEC 11, 2021





WHAT'S UP NEXT?

Can recall your first
drink ever?



Ever been sick after drinking?


“Goldschlager – no”

“Bailey's and no, I don't drink it now.”

“Tequila Sunrise, I do not drink it anymore”

“Vodka cranberry - absolutely do not drink it - smell still makes me sick after 20 years...”





"I drank beer in college because it was available, once I turned 21 there were so many other options that I did not need to drink beer anymore."

From Beer Pong to....

A Beer Connoisseur





From doing shots, to...



I only drink good whiskey!





From test-tube cocktails to...

“I only drink white wine! Red stains my teeth and I just don’t typically like it – too dry.”



EXCLUSIVE

CONNISEUR

EXPERIMENT

TRIAL



DRINKER EVOLUTION- JOURNEY TO LOYALIST

FOR THE UNSEASONED DRINKER





INSIGHTS. PERSPECTIVES. SIGHTINGS.

SIPS



FB

FOODBYTES

OUR FREE DATASENTIAL COVID REPORT

SIP SOME INSIGHTS
Get a sneak peek at insights from our new series of alcohol-focused SJP reports.
pg. 14

MAC MOVERS
Uncover the MAC alcohol trends.
pg. 18

ReportPro



DATASENTIAL

traverse

Appalachian



COVID-19



FUTURE OF DRINK 2021

Menu Pricing

GHOST KITCHENS

ALCOHOL TO GO 2021

FEDERAL RELIEF PROGRAMS

GLOBAL BEVERAGES

SUBSCRIPTION MODELS

HOTELS

CRUISE LINES

RED WINE

WHITE WINE

BUBBLES

SCOTCH

WHISKEY

RUM

MEZCAL

TEQUILA

SPORTS BARS



First 100 to email me gets 1 free SIP
report & 50% of Future of Drink

NEXT WEBINAR 9/30 @ 12pm CST
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