



BACARDI COCKTAIL TRENDS 2023



COCKTAILS FOR ALL



GLOBALLY

37%

are making more cocktails at home

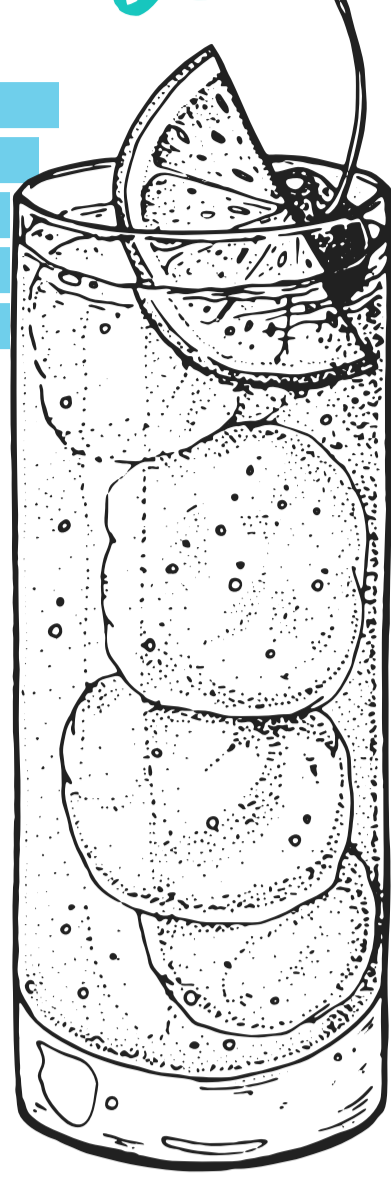
MORE THAN 30%

are drinking more cocktails than wine & beer vs 2020

BACARDI CONSUMER SURVEY 2022

TOP 20 GLOBALLY SOUGHT-AFTER

Cocktails



62%

of bartenders globally see pre-batched cocktails as a category that is set to increase in the future

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2022



44%

of global respondents say relaxing with friends or family is the number one cocktail-drinking occasion - outpacing happy hours, date nights, & parties

BACARDI CONSUMER SURVEY 2022

CIRCADIAN

Cocktails

40%

Nearly 40% of respondents in the U.S. & U.K. are going out to eat, drink, or socialize earlier in the evening

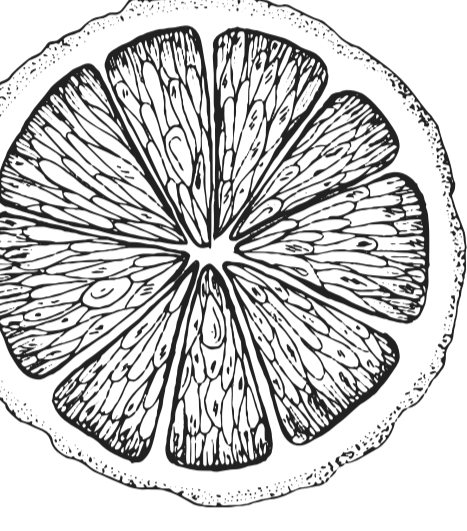
BACARDI CONSUMER SURVEY 2022

300%

increase in mentions of espresso martinis in 2021 vs three years prior



YELP



5 TOP COCKTAIL

Flavors



FRUITY



SWEET



SAVORY



SPICY



SOUR

NOSTALGIA WITH A

twist

25-44 YEAR OLDS

are most likely to enjoy things that remind them of the past, seeking cocktails that transport them back to better times

MINTEL



88%

of bartenders note the rise of 'Instagrammable' cocktails being created and listed on menus in 2022

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2022

CAREFREE Creations

37%

of global respondents use a third-party delivery service to have cocktails delivered to their door

BACARDI CONSUMER SURVEY 2022



DIGITAL

Democratization



PREMIUM

Minimalism

49%

of bartenders expect to see simpler serves, crafted with premium ingredients, on menus over the next year

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2022

72%

of bartenders see the most premiumization within tequila



SAVORY

Spirits

Bartenders are noting the rise in adventurous spices and seasonings such as

TAMARIND, TAJIN, CHIPOTLE & CARDAMON



NEARLY 1/3

of people say they would buy a drink purely because they're curious about its flavors

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2022

GLOBAL DATA

50%

of bartenders are interested in zero waste

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2022

GREEN

Creations



58%

of respondents are willing to pay an extra 10% or more for sustainability

BACARDI CONSUMER SURVEY 2022

GLOBALLY TRENDING

Sustainability Areas

53% RECYCLABLE PACKAGING

45% REDUCING SINGLE USE PLASTIC & PACKAGING

42% BUYING LOCAL

41% HELPING PRESERVE CLEAN WATER

38% REDUCING CARBON FOOTPRINT

38% SUSTAINABLY SOURCED INGREDIENTS



No Lo

INTERCHANGEABILITY



57%

say they plan on participating in Dry January and/or Sober October

BACARDI GLOBAL CONSUMER SURVEY 2022

40%

of respondents say they're drinking more non-alcoholic or lower-ABV drinks vs. 2020

BACARDI GLOBAL CONSUMER SURVEY 2022

BLENDERS

20% of Gen Z & 23% of millennials in the U.K. are more likely to be "Blenders", switching between NoLo and full-strength on the same occasion

ISWR

Specific statistics and examples are referenced and web linked throughout the document.

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