



PRESS RELEASE

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The Old Fashioned and Moscow Mule dominate craft cocktail bar menus across 25 US cities

The recently released *IWSR US On-Premise Insights: Cocktail Trends* report reveals the hottest cocktails, categories and brands on menus at the leading craft cocktail bars across 25 US cities. The Bourbon- or rye-based Old Fashioned and vodka-based Moscow Mule account for a combined 30% of cocktail menu mentions, with the Old Fashioned leading as the most mentioned cocktail heading into 2017.

By category, whisk(e)y cocktails are most prevalent across craft bar menus with a 23% share, followed by rum (16%) and gin (15%). The cities with the most Old Fashioned menu mentions are Los Angeles, Baltimore and Portland. Trending variations of the cocktail includes barrel-aged, sherried and vinegar, as well as flavour profiles such as walnut, chocolate, fig, ginger, cherry and more. Data shows that consumer search interest in the Old Fashioned spikes around the holidays, and increases in consumer interest correlate with the growth of on-premise US whiskey consumption. In addition, 45% of on-premise operators surveyed believe the Old Fashioned is trending positively among their customers.

The *IWSR US On-Premise Insights: Cocktail Trends* also includes an analysis of more than 6,000 brands listed on craft bar menus and ranks the most mentioned brands by category. Buffalo Trace is the number one Bourbon brand on tracked craft bar menus, followed by Bulleit, Four Roses and Maker's Mark. In the rum category, Plantation 3 Stars and Gosling's ranked highest. How important are brand mentions? Nearly three-quarters of on-premise operators surveyed believe the brand name is an important factor when selling cocktails.

The report also looks at on-premise consumption across categories and includes a historical analysis of the top 20 most searched cocktails online. Starting from a national view of consumer search preferences online, the IWSR looked at 20 key cocktails that have collectively ranked the highest over the past year and analysed category sales to see what's trending up and down – and why. Whisk(e)y-, gin- and rum-based cocktails like the Sazerac, Manhattan, Daiquiri, Dark n' Stormy and Negroni are all trending up.

Distilled spirits is the only segment of the beverage alcohol industry projected to increase its on-premise share levels over the next five years. While beer and wine are expected to decrease their on-premise share levels by approximately -1%, spirits are projected to increase their on-premise share levels by 0.6%, ending 2021 with a 23.5% share in the on-premise.

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For inquiries, please contact Brandy Rand, VP of US marketing & business development, at brandy@theiwsr.com or +1 646 830 2616.

About the *IWSR On-Premise Insights Report Series*

Cocktail Trends was released in December 2016 and is the first in a planned series of on-premise insight reports focused on the US market. Each of these targeted industry reports will include proprietary trade and consumer survey data combined with the IWSR's volume and value data to tell a story on how certain past, present and future trends are shaped, and how our clients can better understand where to focus their on-premise efforts. Planned reports for 2017 include shooters, flavours and the second edition of *Cocktail Trends*.

About the IWSR

The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and mixed drinks by volume and value, and provides insight into short- and long-term trends. Our data is used by all the largest multinational wine and spirits companies, as well as many more local companies. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR conducts face-to-face interviews with more than 1,500 companies in 118 countries each year, with further input from 350 companies. The IWSR tracks overall consumption and trends at brand, quality and category level.