

A glass of red wine is in the upper left corner. Below it, a plate of food is visible, featuring a white cube, a red tomato, and a green leaf, all drizzled with a yellow sauce.

WINE & BEVERAGE INDUSTRY TRENDS

WHAT'S HOT IN THE BEVERAGE WORLD

In the food industry today, beverage programs—the wines, spirits, beers, and non-alcoholic drinks you choose and promote—drive a major percentage of profits.

Successful programs are driven by expertise and strategy, and by keeping up with current customer demands. Here are some hot wine and beverage trends that we think will have the “legs” to be with us for quite some time.

We hope you enjoy this peek into this brave new world of beverages.

Want to learn more and even make it your career? Be sure to inquire about the CIA—the world's premier culinary college offers world-class beverage education. Cheers!



LOCALLY PRODUCED BEVERAGES



Chefs have long been doing it. Now beverage professionals are depending more on local resources and purveyors, cutting costs and eliminating the need for lengthy transportation of ingredients. And they're incorporating vegetables and other natural homegrown ingredients from gardens and cultivators into beverages.

The movement is turning heads—"Local beer, wine, and spirits" was near the top of the recent *Nation's Restaurant News* "Top 10 Drink Trends for Restaurants" list, and The National Restaurant Association's "What's Hot in 2015" survey names local beer and spirits and in-house craftsmanship as key bar trends. So as restaurants look for ways to distinguish their cocktail and beverage programs, they need only discover the possibilities close to home.

"There's so much to explore here in our own backyard, like Willamette Valley in Oregon and up and down California's Central Coast and Santa Barbara. Producers are just starting to market those wines in ways they should have for years."

Carlton McCoy '06

Master Sommelier; Wine Director,
The Little Nell, Aspen, CO



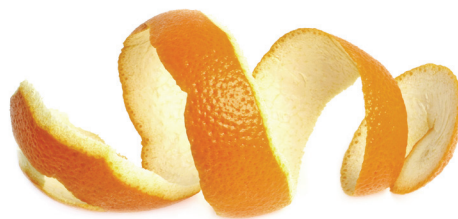
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MICRO-DISTILLED/ ARTISAN SPIRITS

Just as the market for craft beers and wines boomed during the past two decades, the audience has similarly grown for high-quality, small-scale liquor that feels personalized. Widespread interest in the artisan cocktail sector—from craft liquor to ready-to-drink, bottled cocktails made with high-end ingredients—has never been higher.

According to *The Atlantic*, there were about 70 small distilleries across the United States in 2003; today there are more than 600. With this growing popularity of small, local distilleries, many restaurants are seeking ways to distinguish their cocktail programs. The National Restaurant Association, in its “What’s Hot in 2015” Culinary Forecast, reported “micro-distilled and artisan spirits” as the 2015 bar trend most frequently cited by chefs.



*“We’ve come through
the Dark Ages of the cocktail.*

*There was a time when the
spirit of choice was mainly vodka,
and the best we could do was flavor it.*

*We started a craft cocktail program (at Barcelona)
with no Absolut behind the bar. I took off all the
commercial stuff and replaced it with artinsal.”*



Gretchen Thomas '05
Wine and Spirits Director,
Barcelona Wine Bar & Restaurants



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SPARKLING BEVERAGES

Sparkling wine is on the rise—U.S. sales were up 7% last year and have more than doubled in the past five years, with continued growth projected. From California Sparkling to Spanish Cava to French Champagne and Crémant to Italian Prosecco and Asti, sparkling wine has reached new levels of popularity around the globe. And there are plenty of opportunities for new brands in the sparkling market.

In the soft drink world, a new player is making serious inroads in an industry long dominated by soda. Sparkling water is fast becoming the hottest drink in America, and has seen its sales skyrocket while soda has shown a decline in the past decade. Beverage analysts cite Americans' growing obsession with health as a main reason for the trend.



U.S. SALES HAVE
DOUBLED
in the past
5 years, to

\$1.5
BILLION

Source: Euromonitor



*"I feel like everybody
always starts
with bubbles;
I think sparkling
rosé has definitely
taken a leap."*

Lulu McAllister '12
Wine Director



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SPICED SPIRITS & BEERS

Spirits are soaring, thanks to new and exciting flavor infusions. Cocktails with a burst of cinnamon, a dash of ginger, a taste of honey, or a hint of mint are being offered. The trend toward flavored spirits is growing with the increase in more artisan and small-batch products. It's paying off—major spirit makers are crediting new flavored varieties for recent sales increases.

And infusing flavors into beers is becoming increasingly popular as well. One of the biggest growth areas has been ginger beer, which is being introduced in a range of contemporary cocktails at bars and restaurants across the country. Brewers who find just the right balance are opening up a whole new world of taste for their customers.



"We want to be known for subtlety and balance in all that we do. When we experiment with spices, peanut butter, fruit, etc., we use these things with a gentle hand to provide complexity. Beer first, flavorings second."

Seth Gross '93
Owner, Bull City Burger and Brewery,
Raleigh, NC



SEVEN SUPER SPICES

**A couple of sprinkles
a day can keep
the doctor away!**

Cardamom
Cinnamon
Coriander
Dried Red Pepper
Ginger
Nutmeg
Rosemary



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SESSION BEERS

A growing trend is offering an attractive option to beer drinkers—session beers that emphasize craft-beer taste but with lower alcohol content. Session beers get their name from the notion that you can enjoy several in a single session without the same results as their higher-alcohol counterparts.

This segment generally includes beers in the range of 3–5% alcohol by volume. The common feeling is that anything over 5% and most people begin to feel their alcohol a bit too much. Beer experts do warn that while the alcohol content is lower, session beers can still get you drunk, so continue to exercise caution—especially if driving. But they are a great, flavorful alternative for the discriminating beer drinker.

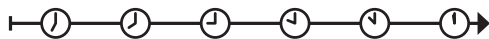


“You say session, I say season.

It’s hot, and I’m in the mood for lighter beers that don’t overwhelm the palate.”

Jared Rouben '06

Brewmaster,
Moody Tongue Brewing Co.,
Chicago, IL



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TEA CHALLENGING COFFEE IN U.S.

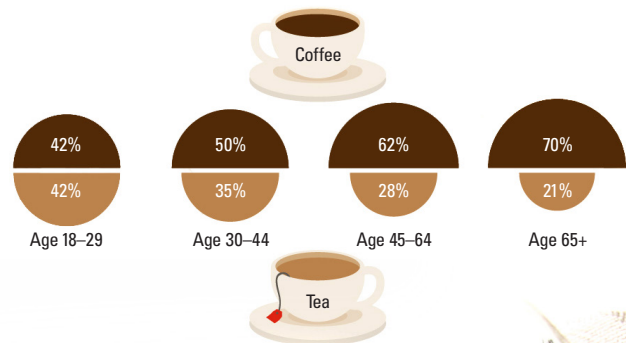


Coffee remains by far the most popular way Americans get their caffeine fix, but tea is making serious headway against its rival. Since 2000, tea consumption in this country has increased by 20%, fueled primarily by consumers in the 18–29 age range.

Today there are more tea flavors to choose than ever—and sweet tea and tea latte are emerging as popular beverages in restaurants and coffee shops. Specialty iced tea was recognized by the National Restaurant Association as one of the hottest non-alcoholic beverages in 2015. And increasingly, tea is being used as an ingredient on the culinary side of things as well.

Younger Americans are Ditching Coffee for Tea

Percentage of Americans who prefer coffee or tea by age group in 2015.



“Tea is the world’s most consumed beverage next to water, and it’s taking the culinary scene by storm. You’ll see loose tea leaves being used in cocktails, desserts, meats, and other nontraditional items. I love tea and am excited to play with the idea of incorporating it into everything.”

Tiffany Poe '02
Director of Culinary Operations
Executive Chef and Clinical Professor
The School of Hotel and Restaurant Administration
Oklahoma State University



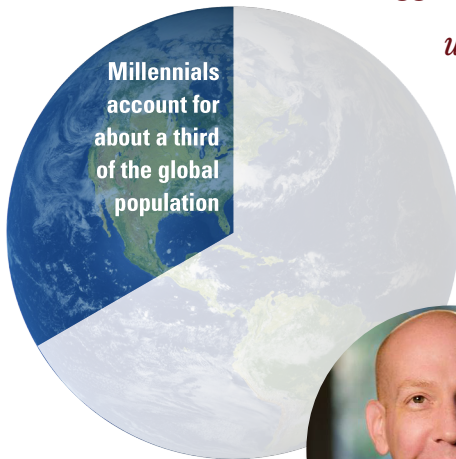
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NEW DISCOVERIES

As the previous trends indicate, the landscape continues to evolve as new and exciting products are being offered in beer, wine, and spirits. Consumers are looking for novel experiences, and are more eager than ever to try drinks with different ingredients, innovative combinations, and new flavors.

Marketing to Millennials is key. They're generally between the ages of 15 and 35, and account for about a third of the global population. They are well-informed and definitely not afraid to try something different. And that notion should be very freeing for the savvy beverage professional, opening up a whole new palette of flavor possibilities to present to a willing customer base.



"Bigger brands are now competing with up-and-coming regions, grape types, producers, and styles. Millennials are very experiential. They don't need someone to tell them what's good. They want to try it, and don't necessarily mean the wine they've always had."

James Tidwell '98

Master Sommelier, Beverage Manager,
Four Seasons Hotels and Resorts, Dallas, TX



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