



# BEVERAGE MARKETING

## 3 KEY TAKEAWAYS



### SPIRITS & WINE CONTINUE TO GAIN MOMENTUM OVERALL

What on-premise lacks, **off-premise drives**

**At-home consumption** will **impact away** from home restaurant expectations

Be aware of **regional differences**. Be able to **customize specifically to markets**

ACCORDING TO NIELSEN CGA

# 26%

of **Consumers** are **Drinking More** as a Result of the Pandemic



### CONTINUE TO BE STRATEGIC WITH NATIONAL & LOCAL ACCOUNTS

**Maintain visual storytelling strategies for national accounts** to make up for travel restrictions and face to face interactions

**Maintain current menu listings** while finding room for additional placements

Be cognizant of the **fears of buyers. Think ahead** but be aware of the here and now



### CONTINUED 2021 TRENDS

## TO-GO SOLUTIONS

ACCORDING TO DATASSENTIAL:

**Touchless menu solutions (RNDC and BrandMuscle SpotMenus)** communicate safely and provide guest engagement

### Expanding upon virtual experiences

Ghost kitchens and partnering beverage component opportunities



**96%** feel safe ordering sealed cocktails, and **48%** are interested

**19%** order To-Go Solutions, meaning **37 million** have ordered during the pandemic

Own all aspects of the menu, and capture incremental dollars

### — PREMIUMIZATION —

OF THOSE THAT HAVE

**RETURNED TO ON-PREMISE, 35%**

ARE PURCHASING

**PREMIUM DRINKS**