

JUST A SIP

HERE ARE THE TOP TRENDS OUR TASTE EXPERTS SAY ARE SHAKING UP THE ALCOHOLIC BEVERAGE SPACE.

BUZZ-FREE SOCIALIZING



Low ABV, High Interest. Zero Proof. Younger generations see advantage of socializing without imbibing, prompting viral #sobercurious.

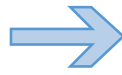
HEALTH & MONEY

The top reasons given by consumers to explain reduced alcohol consumption & interest in zero-proof drinks.

WOULDN'T A LITTLE SPICE BE NICE?



Warmth & heat adding experience & sensations.



HEAT THINGS UP WITH HOT PEPPERS

Chili Pepper flavor usage in alcoholic drink products up 300% YTD. Eyes on jalapeño & habanero this year!



ON THE RISE

Flavored Alcoholic Beverage releases up 30% YTD. We're spotting yuzu, kumquat, black cherry and a host of other fruity tastes.



GO ON, GUAVA!

Flavor usage is up 200% in new products and featured in a recent best-seller in the alcohol space.



CANNABIS IN YOUR CAN

As alcohol usage slows, openness to CBD & THC infusions at all-time high



OUR PREDICTION

Wine spritzers could begin to edge out an increasingly saturated spiked seltzer market.



FERMENTED FOR FUN

While boozy kombucha is capitalizing on the low-ABV movement, Korea's oldest alcohol and the original "hazy brew" makgeolli, might give kombucha a run for its money.

Need Details?
Let's Talk.

Cara Newkirk, Beverage Business Director
cnewkirk@fona.com | 331-228-9093

