

# 2024

# BACARDI COCKTAIL

# *Trends Report*



PRESENTED BY BACARDI LIMITED  
IN ASSOCIATION WITH THE FUTURE LABORATORY

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# Introduction

**In 2023, individuals looked inward, making the most of post-crisis freedoms to get back to who they are, or in many cases, to redefine it. They took travel as an opportunity to understand their tastes, conviviality to understand their needs, and community to carve out the values they truly care about – all against the backdrop of continuing economic, political and environmental upheaval.**

The 2020s continue to earn the title of the decade of changes – many unprecedented – but the shape-shifting nature of the world around us is no longer being treated as something to brace for, but something to welcome, with future-facing brands looking to adapt to what tomorrow brings, rather than rushing back to what once was.

So, in 2024 we're looking to settle in to the unsettled, get to know the unknown and change what's not yet changed – welcoming tastes of optimism into our reality.

Interest and exploration are on the rise, and consumers have never been more discerning about what they want and need. They're approaching life – the drinks world included – with values and expectations in tow, reshaping cocktails, spirits and drinking culture as they go.

From flexitarian approaches to consumption bringing a new meaning to NoLo, to post-party preferences carving out fresh spaces for imbibing and sustainable attitudes spearheading the industry toward meaningful change – the stage is being set, not just for a year of evolution, but of transformation.

**“As the era of people-driven cocktail culture unfolds, drinks brands will foster a world where innovation, experimentation and betterment know no bounds,”** says Martin Raymond, Co-Founder of The Future Laboratory. **“Centered on social connection, togetherness and ultimately experience – the industry has the opportunity to set an example for the wider landscape, recalibrating and refocusing us all on the things that matter the most.”**

In this report, Bacardi Limited, the world's largest privately held international spirits company, explores the key trends set to redefine cocktail culture and the spirits business in 2024. This report, created in collaboration with strategic foresight consultancy The Future Laboratory, draws on insights from Bacardi-led consumer and brand ambassador surveys, interviews with the bar and restaurant trade, and The Future Laboratory's independent research.

“CONSUMERS  
HAVE NEVER BEEN  
MORE DISCERNING  
ABOUT WHAT THEY  
WANT AND NEED.”



## MACRO TREND 1

# Limited Libations

“Less but better” is the motto for next-gen drinkers, setting the stage for a new era of premiumization across key spirits and NoLo categories. Here, value extends beyond flavor, with exclusive and one-of-a-kind mixology creating magical, cultural moments that long outlast the serve.





# COLLECTABLE *Cocktails*

With a conscious approach to the economic climate, consumers are seeking smaller luxuries – looking to elevated lifestyle products as must-have pieces. Cocktails, spirits and liquors that capitalize on exclusivity, quality and cultural collaborations have never been more in demand, occupying a fresh space for consumers between lifestyle and luxury libation.

Sales tell the story. Premium spirits have remained resilient to economic storms, with 2022 research from IWSR showing growth among all alcohol categories in the premium and prestige price tiers.<sup>1</sup>

**Premiumization is at the top of consumers' minds as a growing group look to drink less but better spirits that provide a taste of luxury amid economic storms. In the Bacardi Global Consumer Survey, seven in 10 respondents globally said that they'd pay more for quality spirits when choosing a drink – ranked as**

**the number one reason for respondents across the United States, Spain, France, Germany, Tokyo and the UK. Premium spirits are top of mind for younger cohorts too, with 41% of U.S. respondents aged 21–44 looking to seek more premium spirits next year.**

At the top of the list? Tequila – unanimously ranked across regions as the number one premiumization category globally and the hottest pick for premiumization, according to over three quarters (78%) of respondents in the Bacardi Global Brand Ambassador Survey. Its growing status is pioneering the category to become a collectable in its own right as drinkers look to the cachet of craftsmanship offered by blends such as PATRÓN® EL ALTO. The luxury spirit is hand-crafted from the finest 100% Weber Blue Agave and comprises Extra Añejo that is aged for four years and blended with exceptional Añejo and Reposado tequilas. Its striking azure encasing ensures its bottle is as memorable as its blend.





**In 2024, heritage and history will become central to premium drinking experiences, with consumers looking to own a piece of distilling tradition through time-honed blends and elevated bottle designs.**

D’USSÉ® Cognac is already setting this future in motion. Masterfully crafted in the cellars of the Château de Cognac – a home with a 200-year legacy – each blend has been made with hand-selected Eaux-de-vie and bottled in the D’USSÉ signature gold-detailed design. Available to be engraved and personalized, the bottle outlives the drink’s pouring potential by metamorphosing into a striking homeware centerpiece.

Heeding consumers’ conscious approach to the economic climate, brands are creating new, accessible formats. The D’USSÉ 375ml flask is one example – a smaller on-the-go iteration of the luxury cognac bottle with the same premium quality and collectable cachet.

From accessorizing the home to accessorizing your look, brands are also tapping into partnerships with famed artisans. In honor of its 125th anniversary,

ABERFELDY® Single Malt Scotch Whisky launched an exclusive collaboration with jeweler Nigel O’Reilly alongside its limited-edition 25 Year Old expression. The jewelry pieces drew inspiration from ABERFELDY’s rich homeland and history, including the ABERFELDY Highland Honeycomb Ring,



a reminder of the distillery’s pristine water source, and The ABERFELDY Pitilie Burn Cufflinks, reminiscent of whisky poured into a rocks glass.

On premises, bartenders are looking to the emergence of quiet luxury to offer consumers if-you-know, you-know cocktail experiences. The Art of Duplicity in Cape Town, South Africa, was initially known only by word-of-mouth recommendations and returning guests, with the bar’s hidden alleyway location now available through a coveted booking and password combination. Cocktail ingredients remain largely undisclosed – with a host of drinks unnamed and identifiable by spirit only.

Exclusive, one-off serves will be key to catering for next-gen expectations, as consumers take the trend for drinking “less but better” cocktails on premises.

**Globally, drinkers are opting for quality not quantity – with more than one quarter (22%) willing to pay for one luxury drink per occasion, and almost one half (44%) opting for two of the super-premium serves.<sup>2</sup>**

The Bacardi Global Brand Ambassador Survey shows that three quarters (75%) of U.S. respondents noted that consumers were having fewer drinks on occasion to ease inflationary pressures – providing a key opportunity for brands to reposition cocktail moments as a gateway for experience and discovery beyond the drink in hand.



"PEOPLE’S DESIRE TO FULLY ENJOY LIFE IS TRANSLATING INTO SELECTING LIMITED EDITION COCKTAILS TO MATCH ONCE-IN-A-LIFETIME EXPERIENCES. THEY ARE WILLING TO PAY MORE FOR SOMETHING EXTRA-SPECIAL AND HAND-CRAFTED BY MASTER BLENDEES AND BARTENDERS. ONCE YOU HAVE THE BEST, IT'S HARD TO GO BACK TO THE ORDINARY."

**BRENDA FIALA**

GLOBAL VICE PRESIDENT OF STRATEGY, INSIGHTS & ANALYTICS, BACARDI





# AGAVE SPIRITS LEAD

*Premiumization*



**#1**

TEQUILA



**UP NEXT**

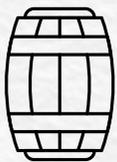
MEZCAL

# NEXT TO *Explode*



**17%**

MEZCAL



**14%**

RUM-AGED



**14%**

NON-ALC

# CATEGORIES WITH INCREASED

*Bartender Interest*



**67%**

TEQUILA



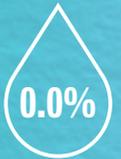
**63%**

MEZCAL



**42%**

BITTER  
LIQUEURS  
/AMARO  
LIQUEURS



0.0%

**38%**

NON-ALC



**26%**

VERMOUTH



**23%**

GIN



**21%**

RUM-AGED



**17%**

BOURBON



# THE SIPPING *Spectrum*

**As conscious consumers experiment with their ABVs, innovative offerings are redefining NoLo serves as key to creating, not compromising, the future cocktail experience.**

In 2024, expect to see the category's elevation and transformation, with its growing popularity driving a new approach to moderation – The Sipping Spectrum – where NoLo moments become synonymous with choice, quality, flavor and forging social connections.

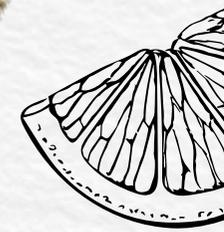
The NoLo sector is expanding upward and outward. Mintel predicts the global market is set to grow by 67% to \$359M by 2026, far outpacing traditional alcohol's volume growth.<sup>3</sup> Non-alcoholic offerings may have previously been reserved for moderate months or sober occasions, but consumers are now harnessing a flexitarian approach to their consumption – making the choice that is right for them, whenever and wherever they see fit.

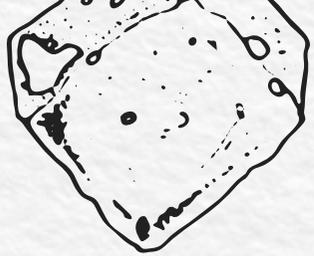
Research from IWSR illustrates this flexible future in action, reporting that approximately one quarter of global consumers plan on drinking more lower or non-alcoholic drinks year round.<sup>4</sup>

The drive is leading to innovative and elevated offerings in the sector, as drinks brands look to blends, ingredients and processes that signpost the flavor of non-alcoholic serves rather than “free-from.” The MARTINI® Non-Alcoholic Aperitivo range is a key example – providing drinkers with a refresh, rather than a replacement, of the brand's vermouth. Flavors are exclusive to the non-alcoholic category, with Floreale boasting notes of Roman chamomile and Vibrante displaying delicate citrus aromas – ideal for lowering the alcohol content in classic vermouth cocktails like the Sbagliato and Americano.

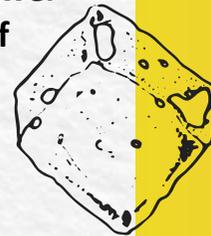
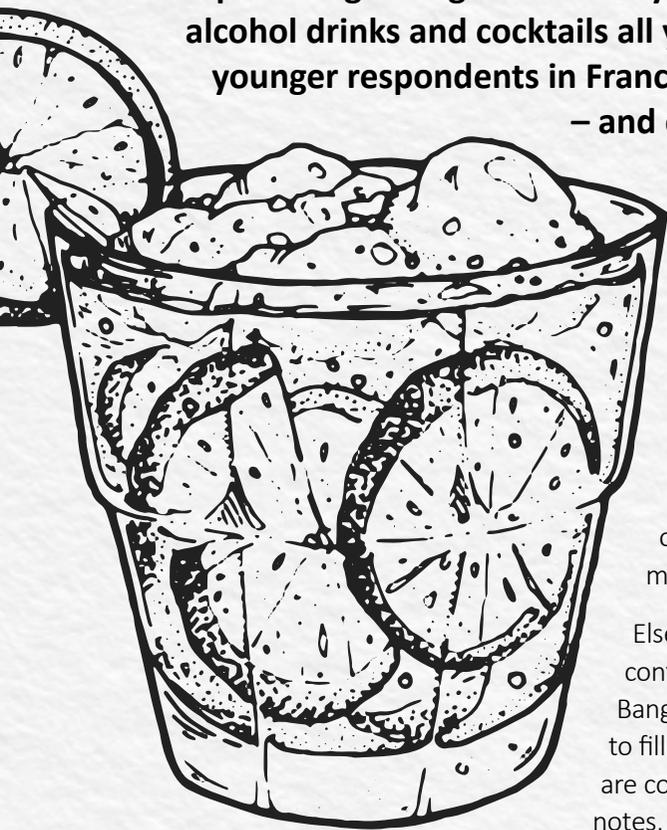
Signaling the demand and influence of the category, in 2023 the MARTINI Floreale Non-Alcoholic Aperitivo was awarded the Best New Spirit at the Tales of the Cocktail Spirited Awards. This marked the second consecutive win of a non-alcoholic drink in the category and is a sign of acceptance of this sector by the best bartenders in the world.

Nearly **1/2**  
OF NOLO CONSUMERS  
CHOOSE NOLO OPTIONS  
ON CERTAIN OCCASIONS,  
AND FULL STRENGTH  
ON OTHERS





**The Bacardi Global Consumer Survey reveals how consumers are exploring the spectrum of non-alcoholic options, without the rulebook. Despite a slight stagnation in Dry January, consumers are seeking lower alcohol drinks and cocktails all year round, with about one third of younger respondents in France, Germany, Tokyo and Canada – and one quarter of all respondents in the U.S. – looking to drink more of these serves in 2024.**



This generational drive is shifting the cultural landscape too, as non-alcoholic hubs and discovery platforms look to recreate and preserve the social environment that comes with drinking. In 2023, U.S.-based e-tailer The New Bar became Coachella Valley Music and Arts Festival’s first official non-alcoholic partner, offering a range of desert-inspired cocktails, merchandise and make-at-home kits for attendees.

Elsewhere, Skål is a bar and concept store founded on contemporary non-alcoholic sips and experiences, in Bangkok, Thailand. Rather than relying on sugary drinks to fill the gap, Skål works to give customers drinks that are complex and authentic, actively working with the notes, aromas and flavor of ingredients to add value to non-alcoholic serves, not simply replace alcohol.

“

THE ARRIVAL OF GENERATION MODERATION HAS TRANSFORMED COCKTAIL MENUS. NOLO DRINKS ARE NOW THE EQUAL OF CLASSIC COCKTAILS IN LOOKS, QUALITY AND TASTE.”

**MARINE ROZENFELD**

HEAD OF INNOVATION,  
WESTERN EUROPE,  
BACARDI

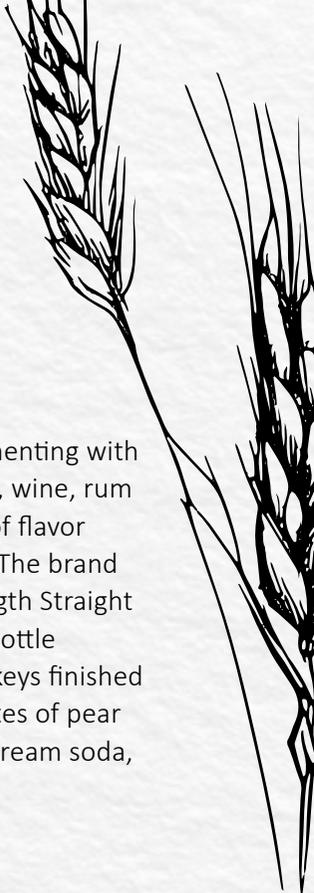
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## MACRO TREND 2

# *Innovative Aging & Blending*

Aged, dark spirits are undergoing a cultural shift – as brands tap into new consumer codes with disruptive aging techniques and fresh flavor pairings.



# HERITAGE *Recrafted*



**Distillers of spirits are moving beyond tradition, looking to disruptive aging techniques and imaginative storytelling to re-imagine time-honed serves, without losing their centuries-old refinement.**

The Millennial and Gen Z focus on quality over quantity is prompting a shift to pure spirits.

By 2025, the market for aged whiskey is expected to grow by more than 37% to \$109B<sup>5</sup>, while the Bacardi Global Brand Ambassador Survey notes a growing interest in bourbon from respondents in Western Europe and North Asia (24%) and Latin America and the Caribbean (27%) regions.

For drinks brands, it's an interest giving way to innovation, as distillers look beyond the category to incite novel aging processes and mix-and-match

techniques. ANGEL'S ENVY® is experimenting with second-barrel finishes, looking to port, wine, rum and ice cider casks to add new levels of flavor and nuance to its American whiskeys. The brand unveiled its limited-edition Cask Strength Straight Rye Whiskey with an exclusive 5,500-bottle release. The blend combines rye whiskeys finished in toasted oak barrels with creamy notes of pear and rye spice for a flavor that evokes cream soda, black tea and floral sweetness.





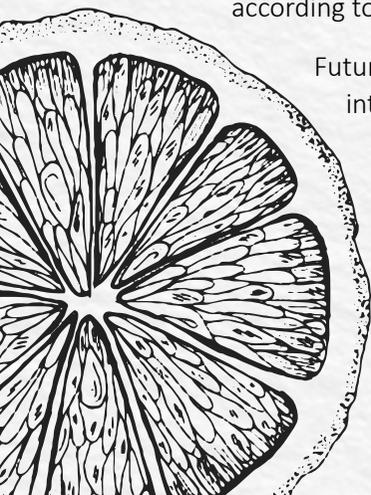
## Mezcal

RANKED #1  
SERVE NEXT  
TO ELEVATE

Flavor-enhancing techniques are set to be welcomed by drinkers in 2024, and simple pairings – with whiskey in particular – continuing to be favored. The classic whiskey and coke is set to be ordered liberally next year. It's listed as number one by about one fifth of respondents across the globe, peaking in popularity across India (38%), Singapore (25%) and South Africa (25%), according to the Bacardi Global Consumer Survey.

Future-facing brands are also looking to the heritage of emerging spirits, with interest peaking in artisanal, craft processes and the regional storytelling it inspires. ILEGAL Mezcal® is one example. Hand-crafted in small batches in Mexico's Oaxaca region, the brand riffs on mezcal's storied history as one of the oldest distilled spirits in the Americas, using 100% sustainable Espadín agave and no artificial colors, flavors, yeasts or additives.

**With deep smoky flavors, tequila's cousin - mezcal - is ripe for re-invention, with bartenders predicting a wave of premiumization for 2024. The latest Bacardi Global Brand Ambassador Survey pinpoints mezcal as the number one serve next to elevate – ranked as number one by 39% of respondents and almost half (48%) of all respondents in Latin America and the Caribbean.**





# Nomadic PAIRINGS

Distillers are innovating with dark, aged spirits like never before, finding fresh inspiration amid the category's expansion. Bold and unexpected pairings reign supreme, with regional experimentation leading to spicy, fruity and zesty flavor profiles in new formats.

Lovers of dark, aged spirits are also diversifying and deepening their palates. About one third of respondents in Spain (35%) and the U.S. (32%) also like other notes alongside the expected smoky, woody and spiced flavorings in their aged drinks.

Signaling a demographic shift, brands are looking to fast-track next-gen spirits drinkers toward enjoyment and discovery, catering for the sweet-tooth tastes of a younger generation. BACARDÍ® Caribbean Spiced, the brand's first premium spiced aged rum, is one example. It combines the unique sweetness and floral notes of coconut blossom and juicy pineapple with cinnamon, vanilla and the subtle oaky char from the barrel in which the rum is aged.

With the spirit gaining traction in new markets, regional flavor pairings inspired by national ingredients, flavors and even snacks, are also having a moment. BACARDÍ Mango Chile – inspired by a popular Mexican street food – pairs natural mango extracts and fiery chili spice with smooth BACARDÍ Carta Blanca rum, combining globally favored sweet and fruity notes with something unexpected.



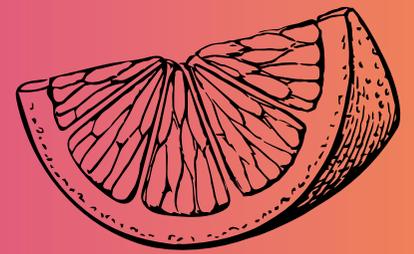


With tequila's star continuing to rise, the spirit is gaining traction across the cocktail landscape – with fan favorites like the Margarita (the #3 cocktail globally), the Tequila Sunrise and the Paloma continuing in popularity globally. Its premiumization and popularity are leading to diversification too, with bartenders utilizing the agave-based serve to bring fresh flavor to classic cocktails such as the Negroni, the Espresso Martini and the Manhattan – traditionally made with gin, vodka and whiskey, respectively.

On premises, venues are also riffing on national delicacies and specialties to re-invigorate aged, dark spirits and cocktails. In Tokyo, Mixology Salon's TeaTails series showcases high-quality ingredients like green tea, gyokuro, hojicha and oolong through its cocktail creations. Its signature Hoji TeaTail No. 2 comes with layers of aged brandy, vintage port, cassis liqueur and hojicha.

Tea-focused ingredients can expect an uptick across regions in 2024, with the Bacardi Global Brand Ambassador Survey illustrating a growing interest from about a third (32%) of all respondents.

Far-flung flavor experimentation is prompting consumers to rewrite the rules of aged liquors – with the category ripe for re-invention. The spirit's expansion is leading drinkers to prioritize the enjoyment of whiskey-drinking, seeking highballs, garnishes and even ice cubes, in a diversion from convention. DEWAR'S is already encouraging this kind of 'dissent'; a spin on the traditional Highball cocktail has added flavors such as elderflower, coconut, toasted citrus and apple with cinnamon, helping the spirit appeal to a new generation.



“

“TODAY'S BLENDERS ARE AS CREATIVE WITH FLAVOR AS THE TOP BARTENDERS AND CHEFS, PUSHING BEYOND CONVENTION TO CRAFT UNIQUE LIMITED EDITIONS AND NEW CREATIONS THAT ARE DELIGHTING CONSUMERS AND COLLECTORS.”

**JACOB BRIARS**  
GLOBAL TRADE ADVOCACY DIRECTOR,  
BACARDI

”



# TOP BAR CALLS FOR 2024

01. GIN & TONIC | 28%

02. MOJITO | 27%

03. MARGARITA | 20%

04. BLOODY MARY | 20%

05. WHISKY AND COKE | 19%

06. PIÑA COLADA | 19%

07. DAIQUIRI | 18%

08. RUM AND COKE | 17%

09. GIN LEMONADE | 17%

10. VODKA LEMONADE | 15%

11. SPRITZ | 15%

12. MARTINI | 14%

13. IRISH COFFEE | 14%

14. VODKA SODA | 14%

15. COSMOPOLITAN | 14%

16. ESPRESSO MARTINI | 13%

17. CAIPIRINHA | 12%

18. TEQUILA SUNRISE | 11%

19. WHISKEY HIGHBALL | 10%

20. TEQUILA SODA | 10%



# BACARDI GLOBAL BRAND AMBASSADOR

## Survey 2023

### TOP FLAVORS BARTENDERS ARE INTERESTED IN OR EXPERIMENTING WITH

45%

COFFEE / ESPRESSO

43%

FLORAL

(E.G. ELDERFLOWER, HIBISCUS,  
LAVENDER, ROSE, VIOLET,  
BUTTERFLY PEA FLOWER)

41%

BITTER

41%

SPICES

(E.G. TAMARIND, CHIPOTLE,  
ANCHO, CARDAMOM, TAJIN)

### TOP INGREDIENTS BARTENDERS ARE EXPERIMENTING WITH

46%

ZERO WASTE  
INGREDIENTS

36%

FERMENTS  
(E.G. KOMBUCHA/KEFIR)

33%

AROMATIC / FLAVORED  
BITTERS

29%

SPICY / SPICES

28%

FLAVORED SODA

27%

HERBS / HERBAL

27%

OILS

25%

COFFEE

24%

FLAVORED TONICS

## MACRO TREND 3

# Escapism Elixirs

Cocktail culture is transporting consumers across destinations, countries and even eras – as classic spritzes and kitschy sips help to recreate carefree, convivial moments all year round.



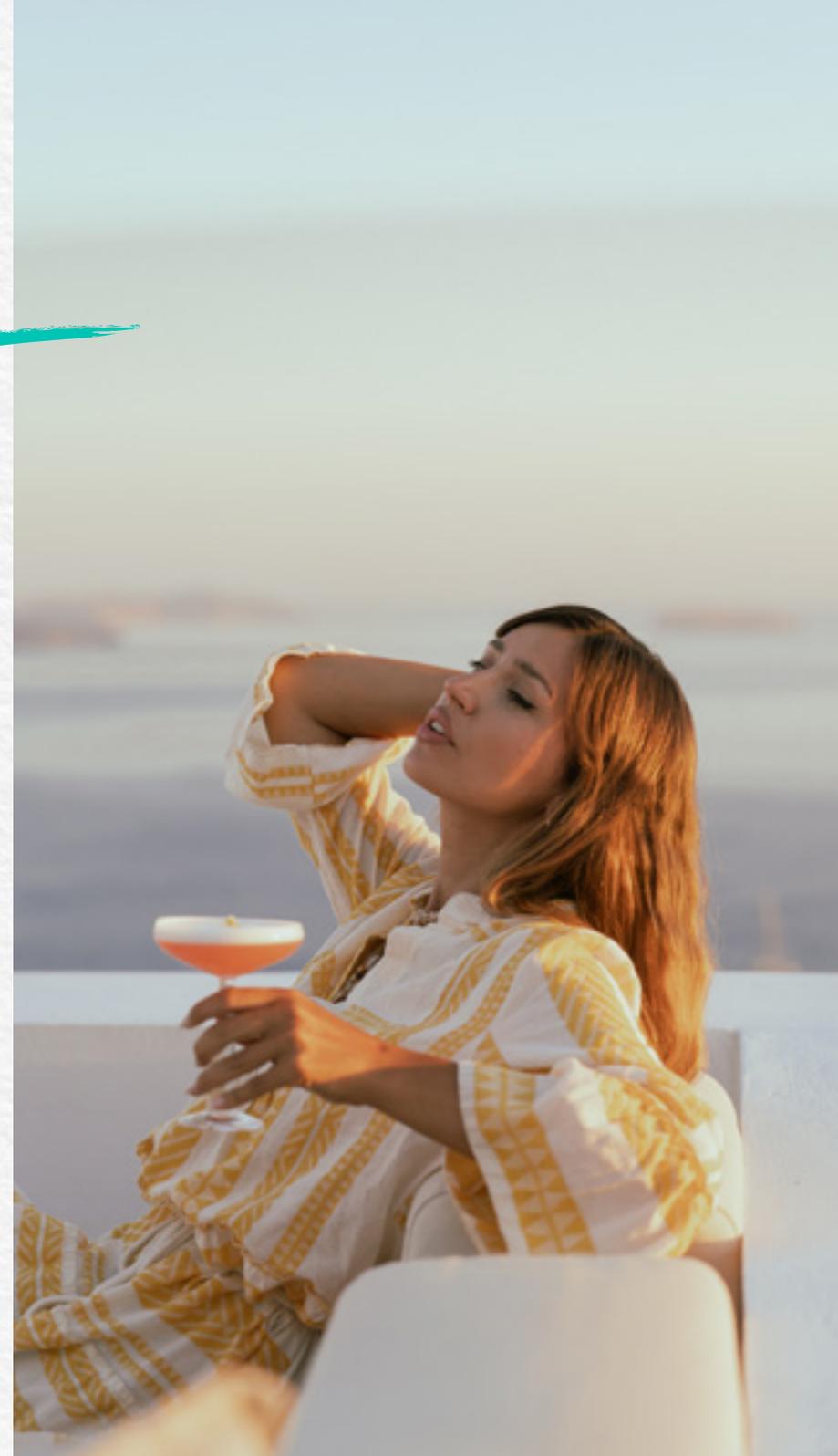
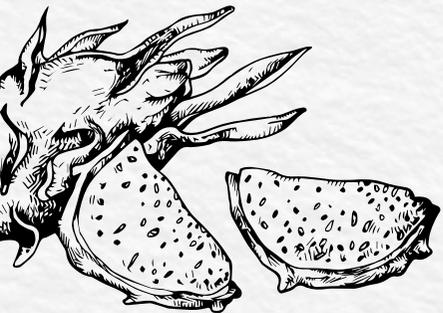
# DESTINATION

# Cachet

Travel isn't just back on the agenda, it's number one on the list – with consumers flocking to picturesque destinations and grand dame hotels en masse to make up for lost time. In the drinks world in 2024, the connection between drinks and destinations will deepen, with classic cocktails, European flavors and fresh, sun-tinged spritzes transporting drinkers from the beach to the bar and back again – even when at home.

Already, local cuisine is proving key to travelers. In the U.S., almost three quarters of consumers would travel to a country for the food and drink alone, according to research from HelloFresh, while the Bacardi Global Consumer Survey notes that across regions, vacations are among the top occasions that consumers will enjoy cocktails in 2024, chosen by 49% in France and Spain, 46% in Germany and 39% in the UK.<sup>6</sup>

It's not just where, but when, consumers are drinking that is set to evolve. In the U.S., more than one quarter (27%) of respondents are looking to enjoy more sundowner cocktails over the next year, with the figure rising to 39% for those aged 21–44.





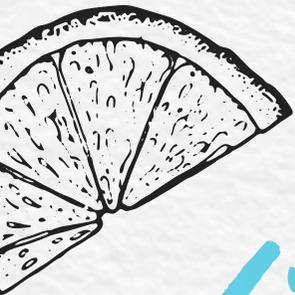
This drive is prompting an increase in light, refreshing cocktail choices, elevated – whether through premium spirits, lower-alcohol blends or unexpected ingredients. Enter the ST-GERMAIN® Hugo Spritz. The summer-ready serve rocketed in 2023, amassing almost 290M views on TikTok and climbing 500% in search volume in the first half of the year, according to Google research. The cocktail combines soda water, MARTINI Prosecco and ST-GERMAIN elderflower liqueur, garnished with fresh mint, to form an elegant aperitivo fitting of a captured, cultural moment.



On premises, bartenders are looking to the ST-GERMAIN Hugo Spritz as the ticket to 2024, while among consumers it's risen up the ranks to claim a top cocktail spot from around one fifth (21%) of respondents in Germany and 13% in India, according to the Bacardi Global Consumer Survey. Spritz cocktails continue to grow in popularity. Absent from the Top 20 bar calls last year, it jumps to #11 in the latest report.

Exotic, and holiday-tinged flavors such as olive oil, calamansi, pomelo and guava are also trending. Almost two thirds (63%) of global consumers find exotic foods and beverages from around the world appealing, while almost three quarters (74%) say they like products with new, unusual tastes, according to Mintel. In 2024, expect to see these garnishes and additions stand in for traditional lemon, lime and grapefruit mixes in classic summer combinations like the Gin & Tonic – ranked as the serve of choice globally and by drinkers in South Africa (52%), Spain (42%), Singapore (33%), UK (24%) and by over one quarter (27%) of all respondents in the Bacardi Global Consumer Survey.





# Liberated LIVING

**Next-generation venues are reframing hedonism for a new era, creating emotion-fueled concoctions that ignite escapism, nostalgia and recreate ever-elusive vibes.**

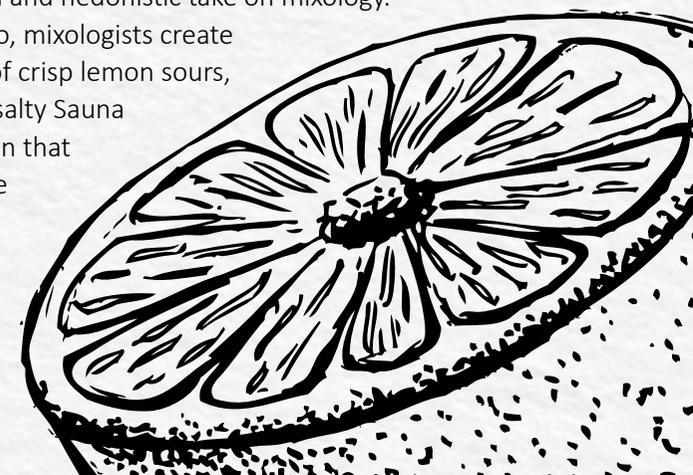
Bartenders across establishments have been experimenting with flavors, colors and even textures to re-invent party-era serves. Research from the Bacardi Global Brand Ambassador Survey shows the rise in more liberated concoctions such as the Margarita (32%), Daiquiri (27%) and Pornstar (also called Passion Fruit) Martini (21%), while younger consumers in Canada are looking to the nostalgia of the Piña Colada for a dose of escapism.

In 2024, expect this interest to drive new cocktail formats – from premium jelly shots to frozen slushies and elevated, 80s-style punch bowls. This is the order at The Gibson in Singapore, where sharing punch bowls are presented to guests in elevated serveware. Its signature, The Flamingo, is even presented in its own copper bird as a party centerpiece, while the lively Koedo Punch combines sake, gin and sherry with fruity and silky peach liqueur.



Bartenders aren't just looking to cater for consumers' palates, but to bend them too – playing with sweet and sour flavorings for an experiential and hedonistic take on mixology.

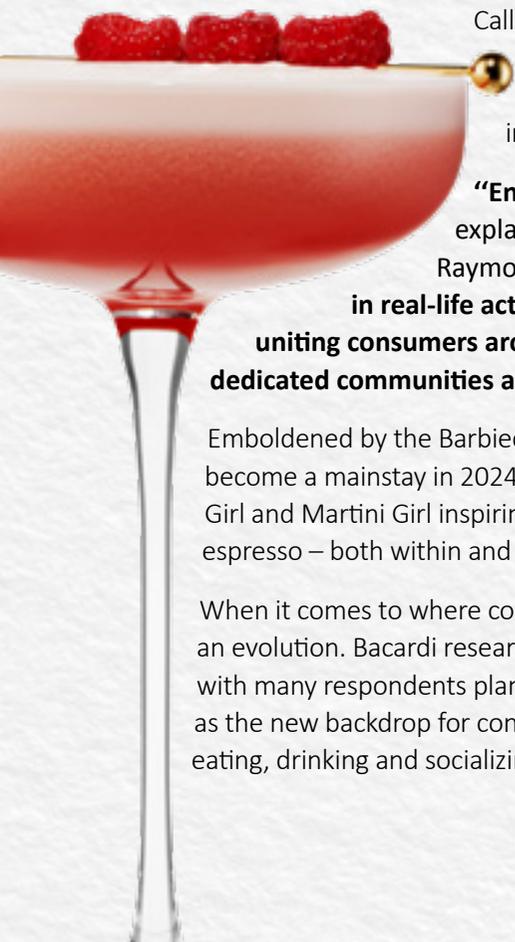
At SG Low in Tokyo, mixologists create endless versions of crisp lemon sours, ranging from the salty Sauna Sour to an iteration that alters guests' taste buds for up to 30 minutes.





Kitschy 'Tinis in bright, fluorescent hues are also experiencing a revival – with the 90s and 00s-era Appletini and Lychee Martini recreated with fresh juices and fragrant vermouths. Brown's Hotel's Donovan Bar in Mayfair, London, has introduced an innovative cocktail menu crafted to evoke a journey into color and emotion. The menu presents pairs of cocktails designed to provoke a range of responses, featuring choices such as Adrenaline, Wonder and Red – which combines PATRÓN Reposado Tequila, ancho reyes, red bell pepper, mezcal and bubbles.

**This re-invention is set to be celebrated by aesthetic-focused drinkers, who across regions list color as the number one reason for photographing their drink, according to Bacardi. In the U.S. and France, visual appeal is extremely important to respondents when making their cocktail choices, cited as key to 31% and 21% of consumers, respectively.**



Call it the Barbie effect. In 2023, pop culture and entertainment lent its styling and aesthetics to food, drink, and back again – leading to the evolution of color and vibe-themed serves instantly recognizable to those in the know.

**“Entertainment is reclaiming its power-house status,”** explains The Future Laboratory Co-Founder Martin Raymond. **“With viewers extremely keen to engage in real-life activities and associated activations – brands are uniting consumers around particular moods and feelings, creating dedicated communities and engaged fans in the process.”**

Emboldened by the Barbiecore boom, expect pop culture-themed serves to become a mainstay in 2024, with food and drink-themed aesthetics like Tomato Girl and Martini Girl inspiring trending flavors like pomodoro and basil or olive and espresso – both within and beyond the drinks industry.

When it comes to where consumers are letting loose, non-traditional venues are primed for an evolution. Bacardi research confirms that across regions nightclubs are falling out of favor, with many respondents planning to visit them less next year. In its place, the festival is emerging as the new backdrop for conviviality and cocktail culture, aligning with the worldwide increase in eating, drinking and socializing earlier.



*Color*

IS THE  
#1 REASON  
TO PHOTOGRAPH  
A DRINK





## MACRO TREND 4

# Notes of Nature

Consumers are reframing their relationship with the natural world. As outdoor recreational pursuits undergo a next-gen revival and sustainability becomes a non-negotiable, drinks brands are transforming their connection with the environment through new ingredients and eco-innovations.

# Outdoor IMBIBING

With screen fatigue, doom scrolling and global uncertainty on the rise, consumers are seeking solace in the great outdoors. In the drinks world, brands and bartenders will take a holistic approach to nature and its flavors in 2024 – harnessing sustainably sourced aromatics, florals, botanicals and oils to create cocktail experiences uniquely rooted in nature.

The increase in outdoor pursuits is already prevalent among consumers. Previously outmoded activities such as birdwatching, fishing and hiking have undergone a youth-focused makeover in recent years. Research published by the Outdoor Industry Association (OIA) and Outdoor Foundation (OF) shows that more than half (55%) of the U.S. population now take part in outdoor activities – taking the number of participants to a record high of 168.1M.<sup>7</sup>

**55%**  
OF THE U.S.  
POPULATION  
NOW TAKE PART  
IN OUTDOOR  
ACTIVITIES

The drive is prompting consumers to reconsider their relationship with the natural world – prompting a fresh focus on essential oils, floral flavors and ethical sourcing. Research from the Bacardi Global Consumer Survey shows that 43% of younger respondents in the U.S. and over one quarter of respondents in France plan to drink more cocktails made with natural ingredients in 2024.

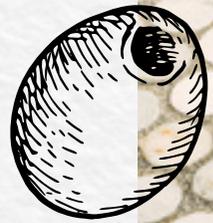


**Future-facing brands will place their unique botanicals, sustainable sourcing and natural ingredients front and center. BOMBAY SAPPHIRE® Premier Cru celebrates its origins through its storytelling and flavor notes. A small-batch gin, the blend is hand-crafted with Murcia's sustainably sourced Spanish Fino lemons, mandarins, and hand-picked and hand-peeled sweet Navel oranges.**

Interest in floral and botanical food and beverage is also peaking, with TasteWise research revealing a 75% rise since 2021. Butterfly Pea, Roselle and Geranium are among the top trending

ingredients, while Yarrow (94%) and Linden Blossom (119%) are set to grow significantly.<sup>8</sup> It's a trend finding traction in at-home mixology, where consumers are sourcing their own plants and florals to infuse drinks with natural flavors like rose water and orange blossom, and garnishing cocktails with geranium-frozen ice cubes or jasmine-scented tea leaves that bloom in hot water.

An affinity with the outdoors is transforming drinking venues too – with consumers looking to spaces that immerse them fully in the sights and sounds of the natural world. Surrounded by ancient woodlands in the UK's Cornbury Park, Wilderness Festival is an outdoor oasis that invites consumers to escape the hustle of urban life. The festival's allure lies not only in its eclectic line-up of artists but also in its immersive workshops, forest foraging experience, culinary delights and spontaneous performances, transforming the landscape into a canvas where consumers can unwind, recharge and unlock their creativity.



# CONSERVATION

## Concoctions

**Meeting consumers' desires for minimum impact offerings, bartenders and brands are reframing sustainability as a creative challenge – utilizing novel processes and harnessing innovative flavors that don't just limit harm, but actively conserve the natural environment.**

Sustainability in the drinks industry is here to stay. According to research from IWSR, 48% of U.S. alcohol drinkers say they consider a company's sustainability or environmental initiatives before purchasing, while research from the Bacardi Global Consumer Survey shows that a large proportion of consumers are willing to pay more for sustainably made drinks or cocktails.<sup>9</sup> In Mexico and South Africa, it's listed as the number one reason to pay more by 79% of respondents, outranking lower calories, celebrity branding and even quality.



On premises, innovative processes are helping spirits and cocktails to deliver on sustainability too. The Bacardi Global Brand Ambassador Survey reveals growing bartender interest in zero-waste ingredients (46%) and ferments (36%), with techniques including distillation, clarification, infusion, carbonation, fermentation and freezing transforming discarded ingredients into creative offerings.

Taking inspiration from minimal-interference winemaking, Jigger & Pony in Singapore works with unfiltered spirits and typically discarded by-products to let cocktails – their ingredients, natural flavors and oils – speak for themselves. Goat kefir and mango skins are among the choices, while the venue’s pioneering Cloudy Kangaroo is a wet vodka Martini that combines the luscious texture and fruity notes of sake lees and strained soy milk with sherry and peach.

**In 2024, innovation will move one step further, as mixologists look to Invasivorism – utilizing ingredients that disrupt the natural environment – to create new flavor pairings centered on conservation. Already, London-based zero-waste restaurant Silo uses Japanese knotweed in over 20 dishes and drinks to save on resources. Its Japanese Knotweed Sour combines bright flavors like fresh rhubarb with the earthy and floral notes of the invasive species.**

## TOP SUSTAINABILITY THEMES

**52%**

REDUCING  
SINGLE-USE PLASTIC

**42%**

RECYCLABLE PACKAGING

**38%**

HELPING PRESERVE  
CLEAN WATER

BACARDI GLOBAL CONSUMER SURVEY

**37%**

BUYING LOCAL

**33%**

REDUCING  
CARBON FOOTPRINT

**30%**

SUSTAINABLY  
SOURCED INGREDIENTS



“

“ACTING RESPONSIBLY IS NOT ABOUT ACTING ALONE. FROM FARMER TO BLENDER TO BARTENDER, IT’S ONLY BY WORKING TOGETHER THAT WE CAN BRING ABOUT REAL CHANGE.”

**MAGALY FELICIANO LOZADA**

GLOBAL SUSTAINABILITY DIRECTOR,  
BACARDI

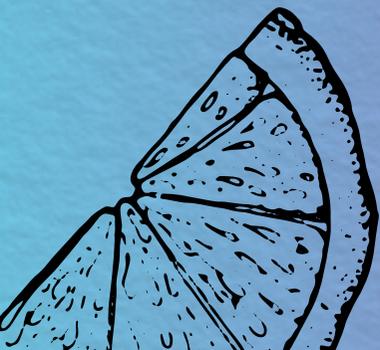
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## MACRO TREND 5

# Tech-Enhanced Tastes

A venue rife for experimentation, the digital world is spearheading change in what drinks are enjoyed, as well as where and how, providing new routes to personalization, brand experience and community.





# AI-FLAVOR *Frontiers*

**With consumers expecting personalization across brand interactions, AI is offering fresh possibilities for optimized cocktail moments, any time, anywhere – uncovering new horizons for on-trade and at-home creations.**

In 2023, AI well and truly arrived – bringing its capabilities to every section of the hospitality industry, from planning to waste management to recipe and content generation. Large in scale and unprecedented in influence, consultancy PwC predicts that AI will fundamentally transform the GDP of the global economy, contributing up to \$15.7 trillion by 2030.<sup>10</sup>

For the drinks industry, AI's evolution will create new paths to experimentation and discovery, with brand innovators using the technology as a tool to bring consumers closer to branded cocktails and experiences, regardless of their location. The expansion and resilience of at-home mixology is providing a springboard for this shift. The Bacardi Global Consumer Survey reveals that about one quarter of respondents in the U.S. (27%), Mexico (24%) and India (23%) plan to make a cocktail at home with two ingredients next year, with 2024 set to be the year of personalized serves and experiences, all enabled by AI.

Consumers are welcoming digital palates en masse. Some eight in 10 younger respondents across the U.S., Germany, Singapore, Spain and South Africa are looking to explore AI recommendations for drinks in 2024 – rising to nine in 10 for all respondents in India, according to Bacardi research.





Setting this future in motion is BarGPT, an AI cocktail generator with limitless possibilities. Featuring almost 14,000 user-generated recipes to date, the platform allows users to enter ingredients, spirits, themes or even movies, before ‘ordering’ and receiving their own virtual cocktail and accompanying recipes. The Mixology platform operates on a similar premise. The personal bartender app allows users to input whatever ingredients they have on hand before receiving a guide of cocktail suggestions.

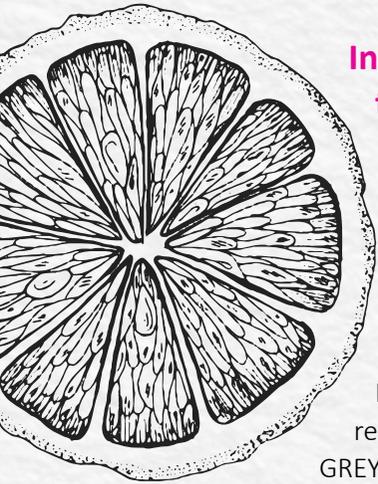
**Where consumers are willing to experiment, however, they’re adamant about maintaining the emotional connection and artistic finesse that only bartenders can provide. About 60% of respondents across the UK, Germany, France and the U.S. say they would miss the human touch and connection of cocktail-ordering if drinks were made solely by AI – signaling the need to strengthen community, education and training across the trade.**



**Research from the Bacardi Global Brand Ambassador Survey reveals that skills and learning development and professional networking are set to be key priorities for bartenders in 2024 – ranked top by almost two thirds of respondents globally.**

The Bacardi Shake Your Future Program is ensuring that aspiring mixologists are safeguarded and empowered for the future – with the initiative planning to train 10,000 adults worldwide by 2030. With programs in Italy, France, India, South Africa, Spain and Bermuda, the training comprises a transformative 10-week journey, providing students with the opportunity to attain their international bartender certification at the end.

# INTERACTIVE *Elevations*

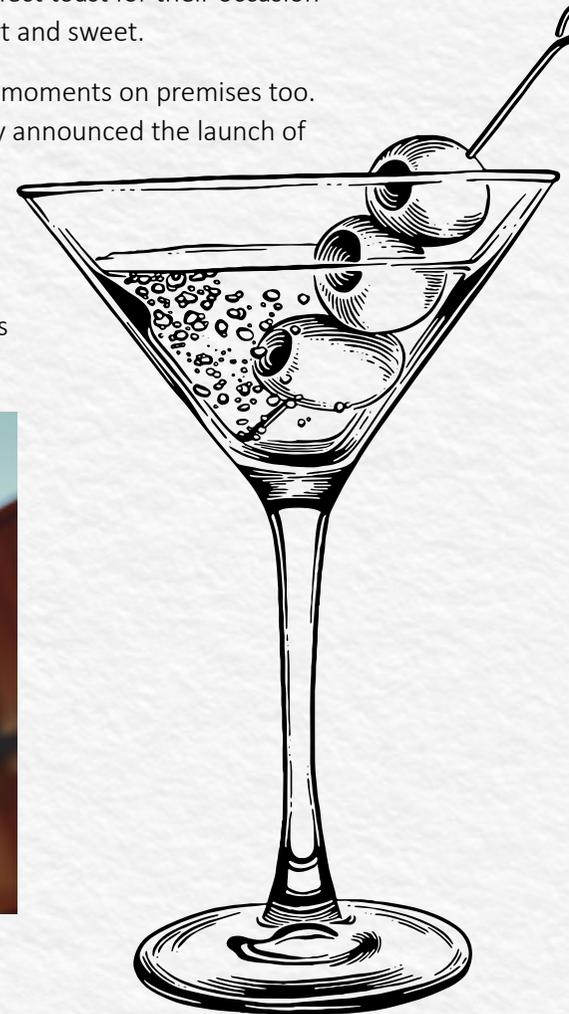


**Innovative brands are utilizing technology to create more intelligent, immersive and personalized consumer journeys – catering for drinkers’ unique needs in digital spaces, in real life and everywhere in between.**

In a world where artificial intelligence is reshaping the way we live and connect, GREY GOOSE® is raising a glass to innovation with the launch of Tailored Toasts, an AI-powered

toast generator providing consumers with personalized added value to their drinking experiences. Whether it’s a milestone birthday, a heartfelt celebration or a simple gathering of friends, users can harness the power of AI to create the perfect toast for their occasion – choosing whether words are witty or inspiring, lengthy or short and sweet.

Brands are utilizing emerging technologies to elevate drinking moments on premises too. Blending mixology and music, London’s Hacha Bar has recently announced the launch of Cymatics – a 12-cocktail menu each ‘mixed by sound’ and dedicated to a different musical artist or track. Cymatics refers to the process of using a substance other than air to transmit sound and visualize waves. Here, the musical frequencies have been used to interact with the various liquids and inform the selection of flavors and ingredients.



The digital menu takes inspiration from music streaming services, while accompanying visuals that illustrate the soundwaves, frequencies and vibrations of each cocktail will be displayed throughout Hacha venues – creating an immersive experience that combines multiple senses.

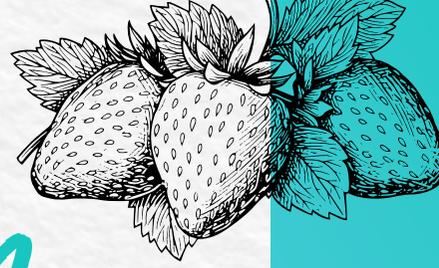
**Innovators are looking to technology to re-invent drinks commerce too – creating deeper connections with consumers through streamlined digital platforms that understand consumers' needs and meet them where they are.**

A Bacardi virtual store in travel retail is pioneering this concept. Created in partnership with China's biggest duty-free operator, China Duty Free Group, the platform is bringing the world of spirits to global travel retail, digitally – providing a streamlined route for affluent consumers in the region to explore and shop.

Already, more than 69% of affluent Chinese travelers heading to the country's top duty-free vacation island of Hainan use e-commerce to buy premium spirits before they fly, but the Bacardi interactive, 3D platform is going one step further – appealing to tech-savvy consumers through its integration across various e-commerce and social platforms, including WeChat.<sup>11</sup>

The initiative is allowing for increased engagement time with brands, encouraging exploration and new discoveries that inspire elevated cocktail-making. Featuring elegant, easy-to-navigate brand rooms, the 'shop' also dials up key cultural moments such as Chinese New Year to bring new experiences and personalization to the commerce journey.





# Conclusion

**If 2023 was the year of acknowledging our decade of change, 2024 is the year to embrace it wholeheartedly – with consumers and brands alike set to lean into the notion that anything is possible.**

While the ‘who?’, ‘how?’ and ‘what’ of our societies remain unknown, the community and conviviality afforded by celebratory moments and experiences has never been more vital, with geopolitical uncertainty set to refocus individuals’ minds on what matters most. Future-fit brands are looking to create new inroads to these discoveries, embracing innovation, elevation and re-invention to ensure that amid every change – individuals can always make the choice that’s right for them.

In the drinks world, this means embracing new experimental mindsets, adding value through experience, and embracing flavors and ingredients that propel drinkers to unexpected destinations, and uncharted futures – creating feelings and moments that long outlast the serve.



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2024  
**BACARDI COCKTAIL**  
*Trends Report*

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