



MEMBER POLL

Cocktail Hour revival

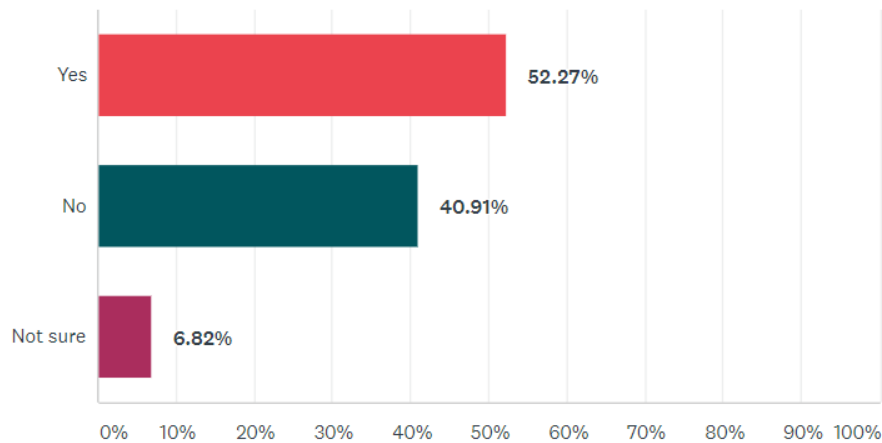
JULY, 2021

restaurant
association
of new zealand

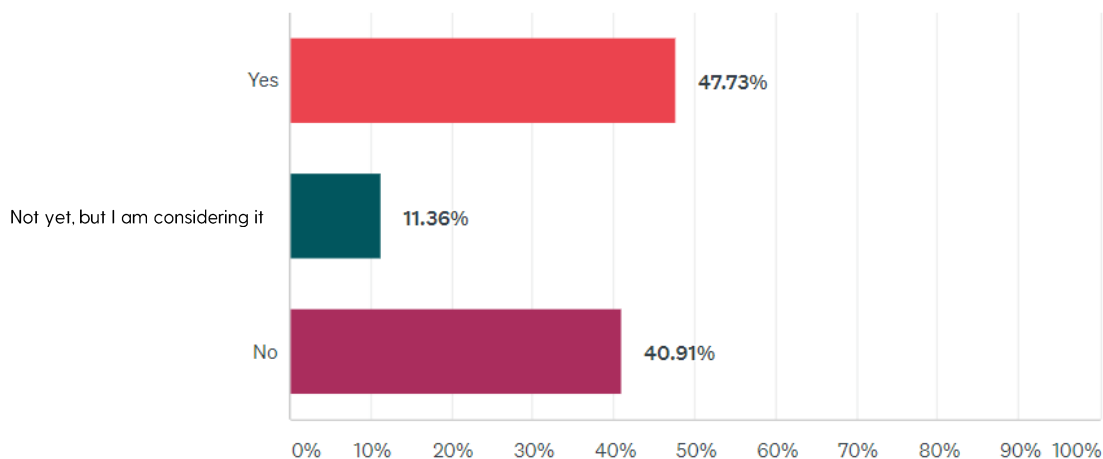
There is a global revival of 'cocktail hour' but has this revival reached NZ?

This survey sought to hear feedback from operators on whether they have noticed more people ordering spirits / cocktails these days and if so what are they doing to make the most of this revival?

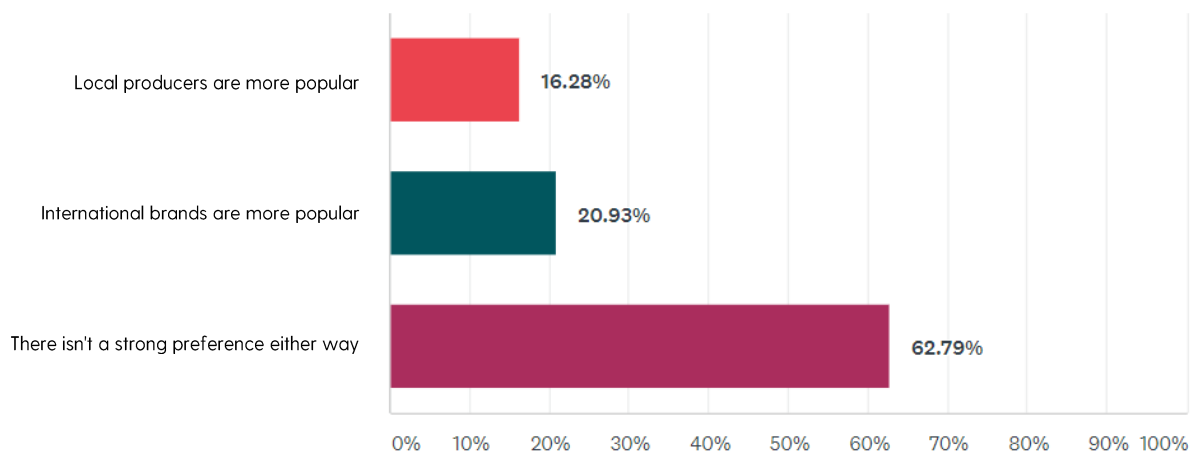
Q1. Have you recently noticed an increase in customers choosing spirits or cocktails over beer or wine?



Q2. Have you recently changed or revamped your beverage menu to include more / different cocktail offerings?



Q3. When purchasing spirits are your customers more likely to choose a local spirit maker over an international brand?



Selected comments

We have seasonal cocktails so change the menu regularly to reflect local in season ingredients

House flavoured/ infused spirits are very popular.

We sell more house/international spirits due to the price point on most but there is definitely an increase in consumers wanting local products

Cocktail hour is not happening here. If anything there has been growth in mature age patron beverages - wine, tea and coffee.

Our regulars drink beer and cider from our own brewery; and wine from our local area.

We do a variety of cocktails of the day featuring locally made spirits wherever possible and house made seasonal syrups. For our customers there seems to be a swing back toward less sweet and more 'classic' cocktails. Yay.

Diners who got on the natural wine bandwagon decided they didn't actually like this wine and then moved to spirits. People who are not comfortable with making wine selections will go for a cocktail. Seen as glamorous.

Certainly a move in the younger generation towards cocktails with dinner as per the USA.

Cocktails are very popular with both males and females. I think it is the culture of 'treating yourself' and something you don't indulge in at home.

To keep the cocktail menu fresh, we have encouraged our bar team to come up with new and interesting cocktail ideas that we rotate every 2 weeks.

We have always had high volume of cocktail/spirit sales due to the type of venue we are.

The past 18 months there has been a considerable rise in cocktail sales
