

Shifting spaces of consumption and ways of socialization.

Prior to the COVID-19 pandemic, one of the biggest trends in the beverage landscape was the rise in consumer interest in low- and no-alcohol beverages, largely driven by consumers' health-centered concerns.

Consumers looking for alternatives are not necessarily teetotalers;

just as some are taking a more "flexitarian" approach to their meat consumption—limiting meat and being more deliberate about their choices when they do consume it—consumers of alcohol are starting to make more measured assessments of their relationship to, and consumption of, alcohol.

Innovation in more personalized beverage options has moved in three compelling directions – All three are relevant to the sober curious movement, helping consumers fulfill needs for discovery and self-care—both important elements of contemporary health and wellness culture.

#1. Removing alcohol from traditionally alcoholic drinks, moving beyond the narrower options from days gone by, with taste improvements across a variety of zero-alcohol categories



Whiskey, tequila, gin, vodka: If it is a common liquor, it is easier than ever to find a non-alcoholic version. Ritual and Damrak's "Virgin" both provide compelling examples.



Wine aficionados are finding growing representation in the alcohol-free category as taste improvements have opened the market to analogs across the spectrum.



Sober Carpenter, Surreal, and Athletic Brewing are merely three of many new breweries introducing a variety of craft beers in non-alcoholic formats.

Once relegated to esoteric practices and fringe philosophies by most mainstream Americans, "mindfulness" has become a touchstone concept in how many consumers are coming to understand their relationships with others, themselves, and objects of consumption, including alcohol. Mindfulness has served as an entry point for consumers to consider other health and wellness implications regarding their consumption, providing them an alternative approach to thinking about established habits that some might see as in need of changing.

#2. Introducing functional ingredients through new types of non-alcoholic beverages, bringing culinary attributes of cocktail culture to occasions in which consumers do not want intoxicating effects



Based on the distilled non-alcoholic remedies from The Art of Distillation written in 1651, and now repurposed to pioneer a new category of drinks.

Loaded with trend-forward ingredients — adaptogenic mushrooms, nootropics & botanicals — intended to impart positive benefits on mood & stress levels.



6 flavors inspired by cocktail culture and consumers' emerging interest in the functional properties of botanicals and adaptogens such as ashwagandha.

#3. Adding alcohol to traditionally non-alcoholic drinks, elevating more indulgent alcohol occasions to help align better with contemporary health values



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The “Sober Curious” movement has shown special interest among Millennials and older members of Gen Z

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