

# BIBENDUM'S

# 2020

## DRINKS TREND PREDICTIONS

### What will everyone be drinking next year?

Using our cutting-edge in-house tools Mode\* and Pourtraits\*\* the Bibendum insights team have been analysing the lists of the UK's most influential bars and restaurants, to discover the hottest new trends before they hit the mainstream.

And here are our top ten predictions for 2020...

# 1



### INFLUENCE OF THE FAR EAST

*Wine, Spirits, Beer*

Japan, China, Korea and South East Asia are influencing the UK drinks scene. 3 in 10 trendsetting wine venues in the UK list Sake, while 10% of all cocktails in Mode-tracked bars include liqueurs or ingredients from the Far East. These exotic ingredients include the citrus fruit Yuzu, the Pandan plant and Miso seasoning.

# 2



### SUSTAINABLE PACKAGING

*Wine, Spirits, Beer*

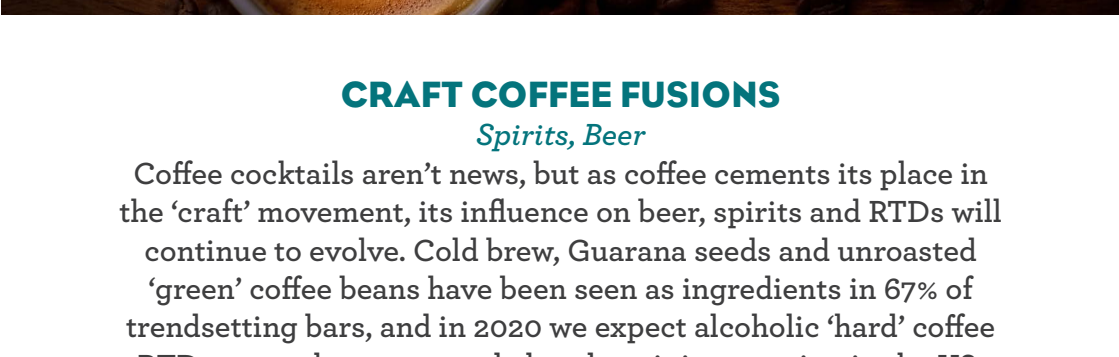
In 2020, packaging will be top of the agenda across all categories, channels and quality levels. 87% of consumers are concerned about packaging, with the majority believing responsibility lies with producers. From wine in cans, to wine and cocktails on tap, and innovative beer packaging, expect to see brands stepping up to reduce their environmental impact in 2020.

COMING SOON

*'Small But Perfectly Formed',  
Wine in a Can, By Bibendum*



# 3



### CRAFT COFFEE FUSIONS

*Spirits, Beer*

Coffee cocktails aren't news, but as coffee cements its place in the 'craft' movement, its influence on beer, spirits and RTDs will continue to evolve. Cold brew, Guarana seeds and unroasted 'green' coffee beans have been seen as ingredients in 67% of trendsetting bars, and in 2020 we expect alcoholic 'hard' coffee RTDs to catch on – a trend already gaining traction in the US.

Stout lends itself well to coffee flavours, so expect some beer and coffee fusions too.

# 4



### AUSTRIA

*Wine*

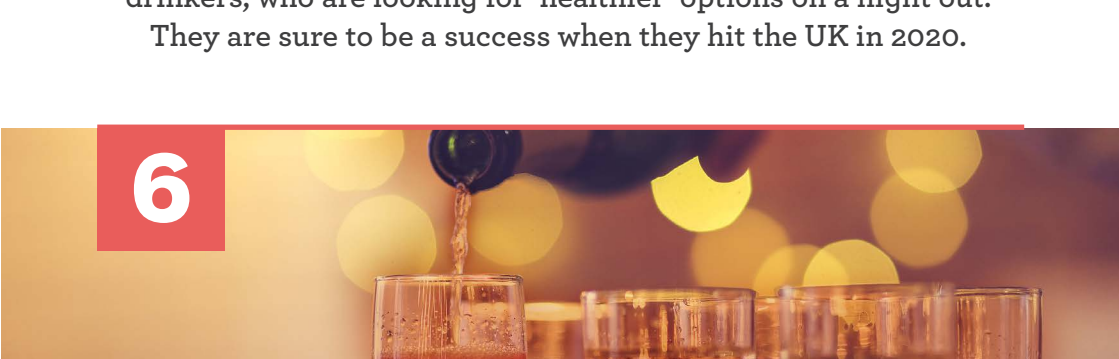
Austrian wine features on 9 in 10 of the most trendsetting wine lists. Austria may be best known for its Grüner Veltliner, but other indigenous grapes, like Blaufränkisch, Zweigelt and Saint Laurent, as well as Austrian Sparkling, are starting to gain in popularity.

COMING SOON

*Weingut Nittnaus 'Kalk und Schiefer' Blaufränkisch 2018,  
Burgenland, Austria*



# 5



### HARD SELTZERS

*Spirits*

Typically low calorie, low sugar and low ABV (4-6%), Hard Seltzers have been a roaring success in the US, where sales have surged +210%. This grain-based drink is aimed at younger drinkers, who are looking for 'healthier' options on a night out. They are sure to be a success when they hit the UK in 2020.

# 6



### THINK PINK

*Wine, Spirits, Beer*

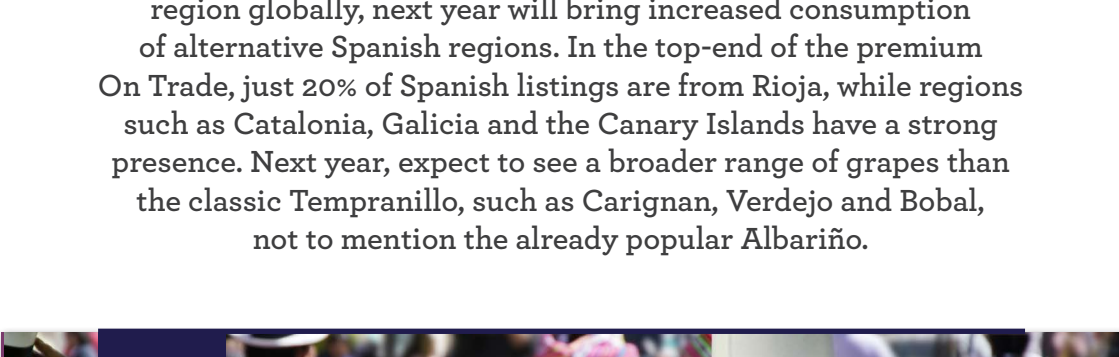
We're still waiting for its official release, but Pink Prosecco could well be hitting the market in 2020. And with sales of Prosecco continuing to see double-digit growth in the On Trade (+28%), along with 1 in 4 consumers regularly 'drinking pink', we expect to see it fly off the shelves. But it doesn't stop at Prosecco; rosé cider and pink gin will be huge in 2020.

NEW

*Fitz Pink, Sussex, England*



# 7



### REGIONAL SPAIN

*Wine*

While Rioja is the UK consumer's favourite winemaking region globally, next year will bring increased consumption of alternative Spanish regions. In the top-end of the premium On Trade, just 20% of Spanish listings are from Rioja, while regions such as Catalonia, Galicia and the Canary Islands have a strong presence. Next year, expect to see a broader range of grapes than the classic Tempranillo, such as Carignan, Verdejo and Bobal, not to mention the already popular Albariño.

# 8



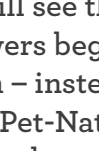
### SOUTH AMERICA

*Wine, Spirits*

In 2020, more consumers will drink wine from alternative South American countries (think Uruguay and Bolivia and regions (think Patagonia) as well as lesser-known grapes like Bonarda, Touriga and Tannat.

COMING SOON

*Otronia 45 Rugientes Corte de Blancas 2017, Patagonia, Argentina*



# 9

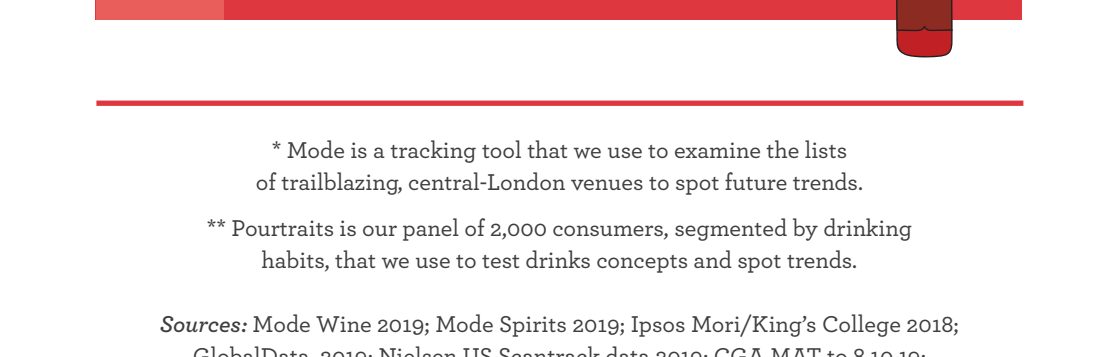


### NEO-NATURAL

*Wine, Beer*

Natural winemaking is proving to be far more than a passing trend, as winemakers across the globe opt for low-intervention methods to produce high quality wine. Next year, we will see the natural trend trickle into the craft beer market, as brewers begin to experiment with 'wild' or 'spontaneous' fermentation – instead of using cultured yeast. In wine, naturally fermented Pet-Nat sparkling is a firm favourite of the premium On Trade.

# 10



### LOW AND NO HITS NEW CATEGORIES

*Wine, Spirits, Beer*

The trend for low and no is nothing new, but 2020 will see the diversification of this segment as it hits new categories, including dark spirits, aperitifs and RTDs. Beer is currently the leading category in low and no, and next year we'll see it migrate onto draught in the On Trade. As brands raise the bar in choice and quality, consumption will continue to rise.

NEW

*AEcorn Bitter, England*



\* Mode is a tracking tool that we use to examine the lists of trailblazing, central-London venues to spot future trends.

\*\* Pourtraits is our panel of 2,000 consumers, segmented by drinking habits, that we use to test drinks concepts and spot trends.

Sources: Mode Wine 2019; Mode Spirits 2019; Ipsos Mori/King's College 2018; GlobalData, 2019; Nielsen US Scantrack data 2019; CGA MAT to 8.10.19; Pourtraits bespoke research 2019