

COCKTAIL TRENDS 2016

SIPPING SOCIAL: BEVERAGE TRENDS 2015 | KATHY CASEY OF THE LIQUID KITCHEN



BETTER YOUR BRUNCH WITH SPARKLING COCKTAILS

- * Tableside Brunch Drink Carts
- * Brunch cocktails instead of traditional mimosa

PRE-BATCHED, PITCHERS, AND PUNCH BOWLS

- * Pre-batching for ease, consistency, saving time and/or money
- * Sparkling cocktail pitchers for group service and higher check average
- * Champagne Sangria



HERBS, FLOWERS, AND BOTANICALS

- * Lavender Infusions and Bitters
- * Evoke Garden to Glass and Farm to Table



UNIQUE BLENDS: SALTY AND/OR SPICY

- * Try bubbly with watermelon puree and mint or jalapeño
- * Cucumber is mainstream...try them salted!



GRILLED, CHARRED, ROASTED

- * Words like grilled, charred, roasted, torched are menu hot buttons!
- * Grilled pineapple is HOT! Also try peach, apple, mango, and cherries

EXOTIC AND VARIETAL CITRUS

- * Meyer Lemon, Blood Orange, Pink Grapefruit, Lemon Grass and Lime Leaf
- * Elevate menus by listing emerging citruses: Calamansi, Pumelo, Cara Cara Oranges (cross between orange & grapefruit), Zebra Lemons, Finger Limes



FRIENDLY WHISKEY

- * Appeal to younger females by adding sparkling wine to whiskey cocktails
- * Brown spirits are hot. The acidity from sparkling wine provides a nice balance point and the bubbles provide a textural element.

