



2025

# BACARDI

## Cocktail Trends

### REPORT

## TOP BAR CALLS

for 2025

- |                        |  |
|------------------------|--|
| 1 MOJITO               | 11 ESPRESSO MARTINI (VODKA OR TEQUILA) |
| 2 MARGARITA            | 12 IRISH COFFEE                        |
| 3 SPRITZ               | 13 TEQUILA SUNRISE                     |
| 4 PIÑA COLADA          | 14 GIN LEMONADE                        |
| 5 GIN & TONIC          | 15 BLOODY MARY                         |
| 6 RUM & COKE®          | 16 DAIQUIRI                            |
| 7 WHISKY & COKE®       | 17 CAIPIRINHA                          |
| 8 DRY MARTINI COCKTAIL | 18 MIMOSA                              |
| 9 VODKA LEMONADE       | 19 TEQUILA SODA                        |
| 10 VODKA SODA          | 20 WHISKY HIGHBALL                     |

BACARDI GLOBAL CONSUMER SURVEY

## TOP BARTENDER

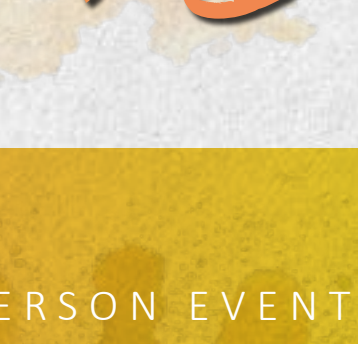
### Flavor Picks



#1 COFFEE/ESPRESSO



#2 SEASONAL



#3 SPICY

BACARDI GLOBAL BRAND AMBASSADOR SURVEY

## PREMIUM Fans

### 8 IN 10 GEN ZERS

WILLING TO SPEND BIG FOR IN-PERSON EVENTS, INCLUDING FOOD & BEVERAGE

MERGE

## MOST-ANTICIPATED

### Cocktail Experiences

39% CELEBRATING MOMENTS THAT MATTER

34% DISCOVERING NEW COCKTAILS

29% EXPLORING NEW BARS AND RESTAURANTS

BACARDI GLOBAL CONSUMER SURVEY

## WISH LIST

### DESTINATIONS TO

### Enjoy a Cocktail



31%



29%



21%



18%



18%

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## IN-THE-KNOW

### Imbibing



# 1/3

### Drink Choices

INFLUENCED BY BARTENDER RECOMMENDATIONS

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## TOP CATEGORIES OF

### Interest Among Bartenders



TEQUILA  
72%



MEZCAL  
66%



0.0% ABV SPIRIT  
53%

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## 83%

### OF BARTENDERS SEE Premiunization ON THE RISE



## CATEGORIES LEADING IN PREMIUMIZATION



#1 TEQUILA



#2 MEZCAL



#3 VODKA

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## NEW COCKTAIL

### Frontiers

TOP COCKTAILS BARTENDERS WANT TO REINVENT & CREATE MORE



LOW ABV

PALOMA

MARGARITA

NEGRONI

MARTINI

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## TOP REASONS TO

### Photograph a Drink

### COLOR, VENUE & GARNISH

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## Culinary

### CONNOISSEURS



# 1/3

OF BARTENDERS  
INSPIRED BY

### Culinary Creativity

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## TOP INGREDIENTS BARTENDERS

### Want to Experiment With

#1

ZERO WASTE INGREDIENTS

#4

SPICY / SPICES

#8

TINCTURES

#2

FERMENTS

#5

TEAS

#9

COCONUT WATER

#3

COFFEE

#6

SAVORY

#10

OILS

#7

HERBS/HERBAL

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## THE FUTURE

### Spirit

# 61%

prefer an  
ADDITIVE-FREE  
SPIRIT

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# Over 1/3

OF WOMEN  
IN THE INDUSTRY  
FEEL THEY CAN BE THEIR  
AUTHENTIC SELVES AT  
WORK AND WOULD  
ENCOURAGE OTHER  
WOMEN TO PURSUE  
A CAREER IN  
THE SECTOR

DELOITTE

## TOP SUSTAINABILITY THEMES

38%

REDUCING  
SINGLE-USE PLASTIC

36%

RECYCLABLE  
PACKAGING

33%

BUYING  
LOCAL

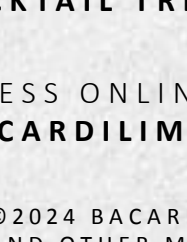
32%

HELPING PRESERVE  
CLEAN WATER

28%

SUSTAINABLY SOURCED  
INGREDIENTS

BACARDI GLOBAL CONSUMER SURVEY



SPECIFIC STATISTICS AND EXAMPLES ARE REFERENCED AND WEBLINKED THROUGHOUT THE COMPLETE BACARDI COCKTAIL TRENDS REPORT.

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