



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

- |                 |              |               |                    |              |
|-----------------|--------------|---------------|--------------------|--------------|
| NEW YORK<br>31% | PARIS<br>29% | LONDON<br>21% | LOS ANGELES<br>18% | MIAMI<br>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<br>72% | MEZCAL<br>66% | 0.0% ABV SPIRIT<br>53% |
|----------------|---------------|------------------------|

BACARDI GLOBAL BRAND AMBASSADOR SURVEY

## 83% OF BARTENDERS SEE Premiumization 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 |
|---------|--------|-----------|---------|---------|

BACARDI GLOBAL BRAND AMBASSADOR SURVEY

## 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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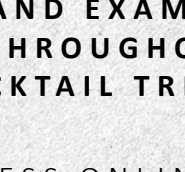
**Over 1/3**  
OF WOMEN  
IN THE INDUSTRY  
FEEL THEY CAN BE THEIR  
AUTHENTIC SELVES AT  
WORK AND WOULD  
ENCOURAGE OTHER  
WOMEN TO PURSUE  
A CAREER IN  
THE SECTOR

DELOITTE

## TOP SUSTAINABILITY THEMES

- |  |   |                        |
|--|---|------------------------|
| 38%<br>REDUCING<br>SINGLE-USE PLASTIC  | 36%<br>RECYCLABLE<br>PACKAGING            | 33%<br>BUYING<br>LOCAL |
| 32%<br>HELPING PRESERVE<br>CLEAN WATER | 28%<br>SUSTAINABLY SOURCED<br>INGREDIENTS |                        |

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

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