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INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



DRY JANUARY

Month long campaign
or part of a growing
wider trend?

After the inevitable excesses of the Festive period, Dry January, now in its tenth year, encourages potential participants to go 31 days alcohol-free, to provide a break and a total reset for the body and mind with Alcohol Change UK. This month long campaign however is just part of the story of a growing number of the population who are choosing to drink less alcohol or none at all.

In this first Industry Digest of 2023, Mark Ashton explores these trends and considers their potential impact on the hospitality sector and how it should respond.

Have a great weekend!



THE RISE OF TEEPARTIALISM

Mark Ashton

By many accounts, alcohol consumption spiked at the onset of the pandemic. But now, as consumers are settling into a somewhat new way of life that includes a greater focus on health, they're seeking beverages that are better for them, or at least free of alcohol. Cost savings may also be having an impact now along with these cited health benefits.

Indeed recent data published by the NHS suggests that over 60% of young people said they haven't drunk alcohol in 2021, up from just over 30% twenty years ago. The figures also suggest that as the young grow old, they appear to be likely to become increasingly teetotal, not less.

However, they have not completely gone teetotal. Instead they are drinking alcohol in moderation giving rise to the term 'TeePartialism' referring to those who are drinking less alcohol overall, with 18-34 year olds driving the TeePartialism trend.

So what does this rise in those drinking less alcohol mean for the hospitality sector? Whilst some have expressed their concerns as to how this trend may further damage the beleaguered pub sector, others are encouraging hotels and restaurants to 'raise the bar' in meeting the demands of these customers and innovate their offerings.

Whilst tapping into the increased demand for 'NoLo' offers an immediate opportunity during Dry January, this wider trend seems worthy of more permanent offerings. Indeed, drinks' menu innovation does seem to be on the cards with the Botanist recently reporting non-alcoholic cocktail sales up 269% as it launched its new list.

Others predict that as demand for non-alcoholic cocktails grows and good quality flavoured and colourful alternatives become available, a full range of non-alcoholic cocktails will be served and may even be integrated into main cocktail lists.

Further opportunities may lie in showing how well soft drinks can pair with food with international examples showcasing coffee being paired with cheese, a tea pairing programme and juice pairings.

With a range of powerful statistics both on the consumer preferences and product range/quality/demand sides, this trend only seems to be growing and the sector should 'take stock', reimagine and restyle according to their guests' needs.

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