

BACARDI COCKTAIL TRENDS REPORT 2027

PRESENTED BY BACARDI LIMITED
IN ASSOCIATION WITH THE FUTURE LABORATORY



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Introduction

In 2027, cocktail culture is set to become a choose-your-own adventure. The rules around who shapes taste, where we drink and what belongs in the glass are loosening – giving consumers more freedom to host, discover, remix and experiment.

As technology makes recommendation instantaneous and choice almost infinite, people are placing renewed value on the things that feel harder to automate: human taste, imagination and the pleasure of discovering something unexpected.

At the same time, the boundaries that once organized drinking culture are becoming increasingly fluid. The occasion is becoming something to curate; trusted people are becoming filters for discovery; familiar drinks are being re-interpreted rather than simply revived; bars are becoming worlds to step inside; and flavor itself is expanding beyond familiar categories.

For drinks brands, this is creating a richer landscape for innovation, both in and out of the glass. The opportunity is no longer simply to predict the next big serve or ingredient, but to understand the people, rituals and experiences that give drinks deeper meaning – from the host who turns gatherings into an art form to the bartender whose recommendation cuts through an algorithmic feed.

> **"IN A WORLD OF INFINITE CHOICE, THE NEXT BIG THING IS NO LONGER ONE THING. VALUE IS BEING CREATED IN THE CONNECTIONS BETWEEN PEOPLE, TASTES AND IDEAS – IN WHO WE TRUST, WHAT WE REINTERPRET AND THE EXPERIENCES WE SHARE. FOR DRINKS BRANDS, THE OPPORTUNITY IN 2027 IS NOT SIMPLY TO PREDICT WHAT COMES NEXT, BUT TO UNDERSTAND THE CULTURAL FORCES SHAPING WHY IT MATTERS."**
>
> MARTIN RAYMOND, CO-FOUNDER, THE FUTURE LABORATORY

In its eighth annual Cocktail Trends Report, Bacardi Limited, the world's largest privately held international spirits company, unpacks the key trends set to shape cocktail culture in 2027. Created in collaboration with strategic foresight consultancy The Future Laboratory, the report draws on Bacardi-led consumer and brand ambassador surveys, interviews with the bar and restaurant trade, and The Future Laboratory's independent research.

1 Gen REMIX



Nostalgia is getting a remix. As decades collide, taste is moving both ways – younger drinkers are raiding the archives, while Gen X are staying firmly in the mix, bringing their cultural and spending power with them. But this isn't simply a return to the classics. Familiar serves are becoming starting points for experimentation: split-base cocktails are reworking established recipes by bringing different spirits, ABVs (alcohol by volume) and flavor profiles into the same drink. Meanwhile, drinks from the Cosmopolitan to the Martini cocktail are being deconstructed and rebuilt for contemporary tastes.

The result is a new era of cocktail culture where every generation puts its own spin on the past. Classics aren't just making a comeback, they're becoming raw material for the next wave of innovation.

For Gen Z in particular, nostalgia increasingly extends to eras they never experienced. In a United States survey from the Archbridge Institute's Human Flourishing Lab, 68% of Gen Z respondents said they feel nostalgic for periods before their lifetime, while 73% are drawn to media, styles, hobbies or traditions from earlier eras. Importantly, 78% of respondents think new tech and products should use ideas and design from the past – showing people care more about mixing old with new rather than copying the past[i].



Fashion offers an early indication of where that instinct is heading. According to second-hand fashion resale platform Depop, 80% of people mix references from different eras in their outfits, while 65% are drawn to styles or items from past eras. In drinks, a similar appetite for the archive is emerging: 43% of UK consumers think more classic cocktails should be brought back into fashion, while 38% enjoy trying modern twists on classic serves[ii].

The remix is being shaped by more than youth culture. Drinking itself is increasingly multi-generational.

IWSR DATA FROM JULY 2026 PUTS ALCOHOL PARTICIPATION AT 81% AMONG MILLENNIALS, 77% AMONG GEN X AND 74% AMONG GEN Z, MEANING SEVERAL GENERATIONS ARE ACTIVELY SHAPING WHAT GOES INTO THE GLASS, ALL AT ONCE [iii].

Gen X in particular are becoming a key cultural force: NIQ estimates that they held $15.2 trillion in global spending power in 2025, projected to reach $23 trillion by 2035[iv]. At Detroit-area music venue The Magic Bag, events popular with Gen X generate roughly 25% more alcohol sales than those popular with Gen Z[v].

That cross-generational pull is giving classic cocktails another round. In Italy, 19% of consumers have ordered a classic cocktail that substitutes its traditional base spirit for tequila, rising to 22% in Mexico (Bacardi GCS).

At the same time, 83% say bartenders are experimenting with alternative spirit bases – from Tequila Espresso to Rum Pornstar Martini cocktails and split-base drinks, using different spirits and ABVs to push familiar recipes into new flavor territory – and open them up to new occasions (Bacardi Global Brand Ambassador Survey, or GBAS).

Bars are treating the classics less like sacred recipes and more like source material. In Singapore, Stay Gold Flamingo makes the remix almost literal with its Vol. II: The Mixtape menu, divided into Anthems, B-Sides and Remastered. The latter reconstructs familiar serves for contemporary tastes: an Espresso Martini cocktail, for example, combines bourbon, cold brew and overripe banana. The point isn't to recreate the past perfectly, but to sample it and make something new.

43%

OF UK CONSUMERS THINK *Classic Cocktails* SHOULD BE BROUGHT BACK INTO FASHION

BACARDI GLOBAL CONSUMER SURVEY

“DRINKS THAT DEFINED ONE GENERATION ARE GETTING A WHOLE NEW AUDIENCE. FOR SOME GUESTS, IT’S A THROWBACK; FOR OTHERS, IT’S A FIRST TASTE.”

PAUL MCDONNELL,
DIRECTOR OF ADVOCACY,
BACARDI NORTH AMERICA

Revival and re-invention are increasingly happening together. More than half (56%) of respondents in the Bacardi GBAS say they are seeing a balanced mix of classic-style builds and complex, technique-driven cocktails, while 29% have noticed a return to classic-style serves.

At London’s Scarfes Bar, the Heroes & Villains menu plays with the idea that what one generation dismisses as dated can become another’s rediscovery.

The menu deliberately pits the “heroes” of contemporary mixology – techniques such as clarification, distillation and carbonation – against nostalgic “villains” including the Cosmopolitan, Pornstar Martini cocktail and Mojito, giving classic serves new relevance through contemporary technique. The Diva, for example, recasts the Cosmopolitan through GREY GOOSE® vodka, lychee honey, orange flower and citrus. Rather than treating cocktail history as a linear progression from old to new, Scarfes shows how tastes cycle between generations – and how yesterday’s guilty pleasures can become tomorrow’s classic.

London’s Bunga 90 turns that same archive into a contemporary night out. Its Lip Smackers menu revives 1990s staples including the Cosmopolitan, Mojito, Strawberry Daiquiri and Long Island Iced Tea – with the latter three featuring BACARDÍ® Carta Blanca – while its Smash Hits selection pushes nostalgia into playful new territory with serves including The Brick, made with BACARDÍ® Caribbean Spiced rum. Here, nostalgia becomes less about reverence for cocktail history and more about the pleasure of giving a loved drink a new twist.



Next Spritz favorite

ST-GERMAIN HUGO SPRITZ



Remixing can create entirely new serves, too. In the Bacardi GBAS, 62% predict the ST-GERMAIN® Hugo Spritz will be the next Spritz favorite in 2027. That momentum is already inspiring hybrids such as the Hugo Gin & Tonic (G&T), which brings together the elderflower-led freshness of the Hugo Spritz with the familiar structure of the G&T. Rather than simply updating a classic, bartenders are combining the codes of different drinks to create the classics of tomorrow.

Spritz exploration will continue next year. The Limoncello Spritz (27%) ranks as the top variation people were most eager to try with Spain respondents being the most keen at 41% (Bacardi GCS).



2

Into The DRINKSVERSE

Escapism is entering its world-building era. As consumers look for experiences that transport them beyond the everyday, bars are going beyond themed décor to create fully realized drinking universes, complete with their own stories, characters, rituals and rules. From ancient mythology and elemental forces to cinematic narratives and imagined identities, cocktails are becoming artifacts within these worlds, using flavor, presentation and theater to pull guests deeper into the story. Where tiki once offered escape, the next generation of bars is creating immersive worlds designed to be experienced, not just visited.

This desire for escapism is strikingly consistent across markets. In India, 61% of consumers want a bar to feel like an escape to another world rather than a home away from home, followed by 60% in the UK, 59% in France, 55% in Spain and 53% in Canada (Bacardi GCS).

The takeaway is clear: today's consumers aren't just looking for a drink; they're looking for an experience. For many, a night out has become an opportunity to step outside everyday life and immerse themselves in something different.

PINKY SWEAR | NEW YORK CITY

57%

WANT A BAR TO BE AN *escape* TO ANOTHER WORLD RATHER THAN A HOME AWAY FROM HOME

BACARDI GLOBAL CONSUMER SURVEY



BACCHANALIA | LONDON

“THE BEST VENUES DON’T JUST SERVE COCKTAILS, THEY CREATE WORLDS. DRINKS, STORYTELLING AND ATMOSPHERE COME TOGETHER TO GIVE PEOPLE AN EXPERIENCE THEY CAN STEP INTO.”

SEAN KERRY, VP GLOBAL ON-TRADE, BACARDI

At its most spectacular, the bar is becoming a portal into a new world. At London’s Bacchanalia, classical mythology extends from monumental sculptures, mosaics and antiquities into its hidden Apollo’s Muse bar. Its Palette cocktail collection takes inspiration directly from the colors and textures of the space: Rose combines PATRÓN® Silver and Reposado tequilas with fig, clementine, yuzu and chipotle, while Le Blanc pairs GREY GOOSE® vodka with lychee, mint and basil. Rather than cocktails sitting alongside the surroundings, the drinks become another way of experiencing them. Its House of Hades takeover pushes this world-building further, transforming Apollo’s Muse into an imagined underworld in partnership with PATRÓN®, complete with immersive performances and opera solos.

Bars aren’t just looking to ancient mythology to create modern lore. Singapore’s new Hi Stranger treats each menu as a different narrative “universe.” Its debut chapter, A World Aglow, takes inspiration from acclaimed documentary Fire of Love and volcanologists Katia and Maurice Krafft, translating their story through volcanic imagery and smoke-, spice- and heat-led drinks. Here, a real-life story becomes the raw material for an imagined drinking world – one that can be replaced by an entirely new universe when the next menu arrives.

At Madrid’s Salmon Guru, escapism unfolds room by room. Created by mixologist Diego Cabrera, the bar moves guests from a retro 1960s lounge into a superhero-inspired world of neon lightning bolts and comic book art. The menu unfolds like a graphic novel, with illustrated characters, surreal scenarios and individual serves adding to the escapism. The character-themed Sonny Crockett layers DEWAR’S® 12-Year-Old, kaffir lime cordial, pink peach, orange bitter and ginger ale.

Interestingly, the appeal of these alternative worlds isn’t confined to younger drinkers. In Japan, where 65% want bars to feel like an escape to another world, the desire is even stronger among Gen X than Gen Z – suggesting immersive escapism has the potential to travel across generations (Bacardi GCS). And as that appetite grows, escapism is moving beyond themed menus into spaces where art, interaction and drinks combine to create realities of their own.

Pinky Swear in New York’s Lower East Side combines cocktail lounge with immersive art space, blending drinks and nightlife with interactive art. Its cocktails become part of the experience, with a Bacardi portfolio running through the menu: the frozen Hole in the Wall combines BACARDÍ® Ocho with blue curaçao, guava, coconut and lime; Swan Chariot pairs GREY GOOSE® with bitter aperitif, lavender and grapefruit; while Burning Down the House builds a Spicy Margarita around PATRÓN® Silver, calamansi, red Thai chili tincture and honey. Rather than adding theater to the cocktail, Pinky Swear makes the cocktail one element of a creative world unfolding around the guest.



SKAI BAR | SINGAPORE

The drinksverse is becoming a space for self-expression, giving guests more freedom to personalize their serves and experiences. In Singapore, SKAI Bar’s SOLLA SYSTEM turns the zodiac into a language for cocktail discovery, with 12 serves translating different characteristics into flavor, ingredients and presentation. Guests can simply order according to their star sign, with drinks including Virgo Velvet Yuzu, mixing cognac, yuzu, lemon, ST-GERMAIN® elderflower liqueur and passionfruit, and the Aquarius Aqua Bellini, blending champagne, blue curaçao, peach, ST-GERMAIN® and lemon.

In Seoul, Zoo Sindang draws on the neighborhood’s historic associations to create a mystical world organized around the 12 animals of the Chinese zodiac. Its hidden, shrine-like interiors lead into a menu of 12 signature cocktails, allowing guests to choose a drink connected to their birth year, with Korean ingredients giving each animal its own flavor identity. The Snake combines marigold-infused gin with ST-GERMAIN®, lime and acacia honey – turning local folklore and identity into a personalized route through the drinksverse.

INTRODUCING A NEW BREED OF VENUE: *The Hype Hour*



There's a growing interest in a more vibrant and exciting experience earlier in the evening. In the Bacardi GBAS, 45% of respondents across North America identify high-energy bars as an outlet type they expect to thrive. As nights out compete with an abundance of entertainment at home, venues that offer a heightened sense of escape and participation are gaining new relevance.

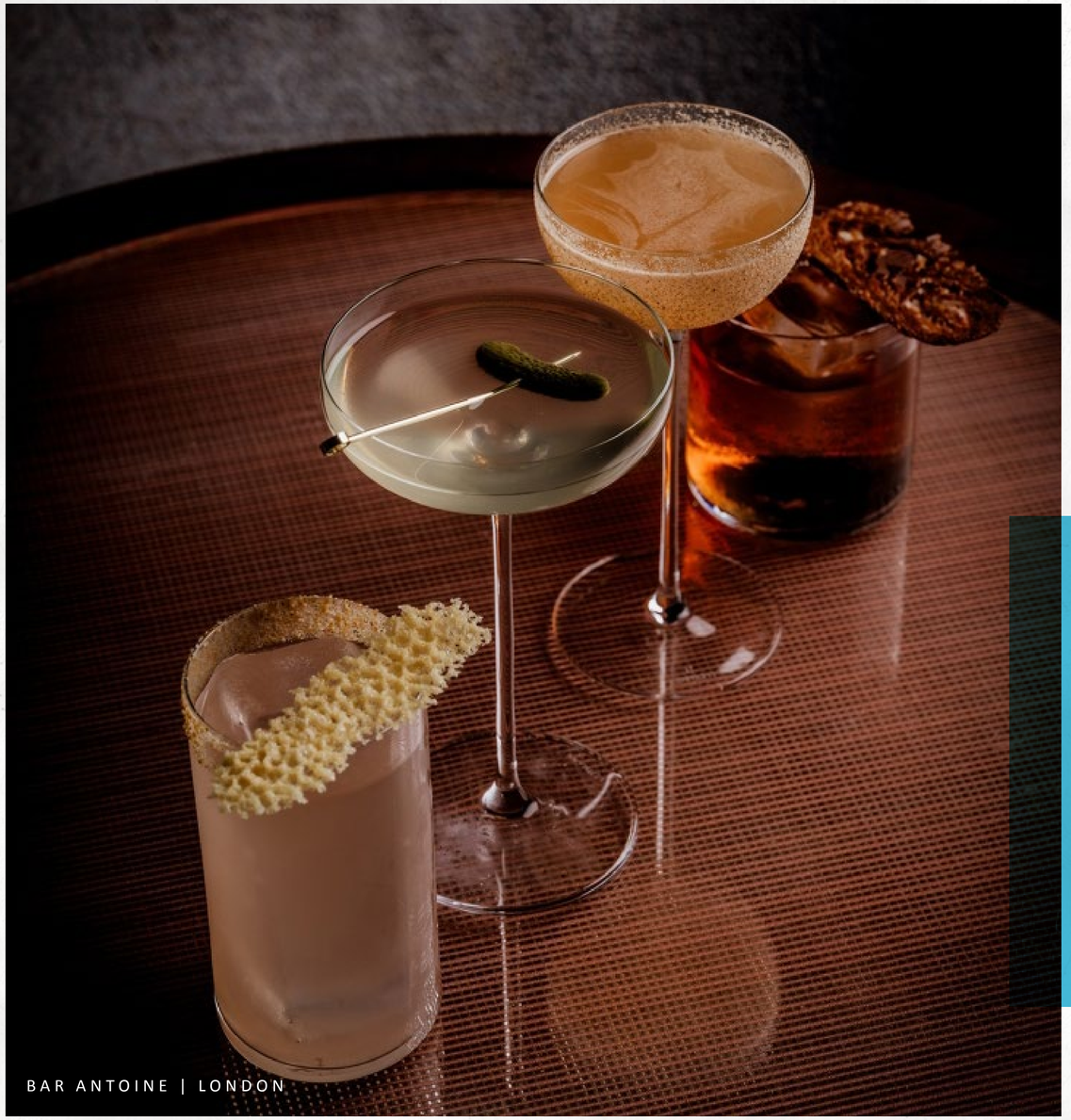
Happy Hour is becoming Hype Hour. A new wave of venues is bringing more energy and entertainment to the traditional after-work occasion, giving people a reason to make the bar the main event.

THESE VENUES ARE RECREATING THE ENERGY, THEATER AND PARTICIPATION OF A NIGHT OUT WITHOUT ASKING GUESTS TO GO ANYWHERE NEAR A CLUB – STAYING OPEN WELL INTO THE NIGHT AS A DESTINATION IN THEMSELVES.



3 Infinite FLAVOR

Forget choosing between sweet, spicy or savory. The future of flavor is all about mixing things up. As tastes become more adventurous, drinks are combining unexpected flavors, textures and techniques to create entirely new taste experiences.



BAR ANTOINE | LONDON

Already, the familiar flavor-of-the-year cycle is becoming harder to contain within a single ingredient. Complexity itself is becoming the trend. Datassential finds that 54% of consumers associate foraged flavors with innovation and adventure, while flavoring syrup brand Torani's 2026 Flavor of the Year, Forest Pine, layers pine with ginger and sage. Rather than another hero ingredient replacing the last, foraged, botanical, savory and sweet notes are increasingly blending together[vi].

43%

ARE DRAWN TO BOLD, UNEXPECTED CREATIONS

INNOVA MARKET INSIGHTS

The Bacardi GCS suggests consumers are embracing that complexity. Looking to 2027, no single taste profile is emerging as a clear winner. Across markets, preferences remain closely contested: citrus (54%) and sweet (52%) lead in Mexico, while citrus and sweet sit almost neck-and-neck in Spain (43% vs 40%), Canada (39% vs 37%) and Italy (36% vs 35%). That same complexity is being echoed behind the bar. In the Bacardi GBAS, 54% of respondents point to spices such as tamarind, chamoy and chipotle as a key direction for 2027 – flavors bringing together sour, sweet, salty, smoky and spicy characteristics. This is opening the door to new combinations.

This trend is already showing up on cocktail menus around the world.

At London's Bar Antoine, the new Savoir-Boire menu blurs the boundaries between bar and kitchen, translating French culinary flavors into cocktails. The Cornichon Martini cocktail reworks a classic with olive oil-washed GREY GOOSE®, dry vermouth, and the bar's signature cornichon extraction. The drink brings together savory, salty, and tangy with subtle cucumber notes and a crisp cornichon as the finishing touch. In Hong Kong, Cardinal Point's Archives of Tomorrow cocktail pushes PATRÓN® Reposado into unexpected flavor territory, combining it with triple sec, tomato water, fennel-saffron cordial, orange bitters and salt. Inspired by Mediterranean ingredients, it layers vegetal, savory, spiced and citrus notes to create a profile that feels both familiar and entirely new.

GLOSSARY OF *Emerging Terms*

Even the language of taste is having to catch up. Research from UK grocery retailer Waitrose points to emerging terms such as “fricy” – fruity and spicy – “swoasty” – sweet with toasted depth – and “fricklish” – fermented with pickled notes[vii]. These hybrid descriptions capture a new generation of drinks that refuse to fit neatly into traditional categories and the creation of a new vocabulary for taste.

Consumers are ready to explore. According to Mintel, 40% of Chinese consumers and 23% of South Korean consumers actively seek out new foods and flavors most of the time. Globally, more than half of consumers are interested in fusion food, while according to Innova Market Insights, 43% are drawn to bold, unexpected creations that deliver entirely new taste experiences[viii].

COMPLEXITY IS NOT JUST A COCKTAIL TREND. READY-TO-DRINKS (RTDS) ARE GETTING IN ON THE ACTION TOO.

In India, BREEZER® Bold launched in 2026 with combinations including Guava Chilli, Lime & Lager and Grapefruit Yuzu – pairing fruit with heat, bitterness, floral and herbal notes rather than relying on straightforward sweetness. At the same time, the growing global visibility of K-drinks and J-drinks is widening the flavor repertoire further, bringing ingredients and drinking traditions such as yuzu, shiso, ume, soju and sake into new combinations and contexts.

In Mexico, BACARDÍ® is giving familiar flavors a new direction with Jamaiquita, combining the floral tartness of hibiscus – a staple of Mexican *aguas frescas* – with cranberry for a more unexpected flavor pairing. Even its serve draws on local drinking culture, re-imagining the traditional vitrolero – cylindrical container – of *agua de jamaica* as a large-format cocktail for sharing.

FRICY
FRUITY + SPICY

SWOASTY
SWEET WITH TOASTED DEPTH

FRICKLISH
FERMENTED WITH PICKLED NOTES





> **"THE FLAVOR RULEBOOK IS BEING REWRITTEN. PEOPLE ARE EMBRACING UNEXPECTED COMBINATIONS, AND BARTENDERS ARE USING FLAVOR AND TECHNIQUE IN NEW WAYS TO SURPRISE EVEN THE MOST ADVENTUROUS DRINKERS."**
>
> COLIN ASARE-APPIAH, ADVOCACY COMMUNITY DIRECTOR, BACARDI NORTH AMERICA

Experimentation is reaching the garnish too. In Mexico, pickled pineapple (40%) has overtaken the classic olive (31%) as consumers' favorite pickled garnish – a small but telling indication of familiar cocktail cues being displaced by unconventional combinations.

At Mexico City's Bar Mauro – ranked number 10 by The World's 50 Best Bars in 2026 – familiar food flavors are finding their way into the glass. Its Mango Salad cocktail combines PATRÓN® with tomato and mango, turning the sweet, savory and vegetal contrasts of its namesake dish into a drink.

Notably, infinite flavor doesn't have to mean inventing from scratch. Sometimes, innovation is about looking at existing ingredients in a different way. In Singapore, FURA pushes that thinking toward ingredients the food system might otherwise ignore. Its Journal of Future cocktails center on ingredients that are abundant, invasive or prevalent, treating ecological constraints as prompts for flavor experimentation.

And if FURA is reconsidering which flavors have value, Paris's Little Red Door is reconsidering how that flavor is created in the first place. Its Agri/Culture menu pushes flavor innovation back to its source, exploring not only what ingredients taste like, but also how the techniques used to grow and transform them can create entirely new possibilities. Each of its 11 cocktails takes a different agricultural method as its starting point – from agroforestry to regenerative farming – before layering techniques such as infusion, fat-washing, carbonation and foams to push those ingredients further. Aquaponie, for example, translates basil grown in an aquaponic system into a bright serve with ST-GERMAIN® and GREY GOOSE®, topped with lemon, sweet clover and green tea foam.

The Bacardi GBAS suggests the future of taste is being shaped as much by technique as by ingredients. Bartenders are increasingly turning to methods that transform flavor, texture and structure. Among respondents, 81% have seen clarification used more frequently, while 73% point to carbonation and 57% to acid-adjusting. Fat-washing (51%), sous-vide infusions (48%) and fermentation (44%) are also becoming more common.

THE IMPLICATION IS A SHIFT FROM ADDING FLAVOR TO DESIGNING IT.

Bartenders are using technique to rethink familiar flavors, extracting, amplifying and layering characteristics in unexpected ways. The result is drinks that deliver greater complexity, not through more ingredients, but through smarter craftsmanship.

Flavor-Shaping
TECHNIQUES ON THE RISE & TRANSFORMING TASTE

81% CLARIFICATION

73% CARBONATION

57% ACID ADJUSTING

51% FAT-WASHING

48% SOUS-VIDE INFUSIONS

44% FERMENTATION

BACARDI GLOBAL BRAND AMBASSADOR SURVEY





4

Host MODE

Hosting is breaking out of the home. As people pay closer attention to every ingredient of a good gathering – the guest list, the vibe and great drinks – hosting is becoming less an occasion than a cultural skill. From living rooms and supper clubs to rooftops and bars, status increasingly lies not in the space you own, but in the experience you create within it.

That mindset is increasingly shaping hospitality itself. In the Bacardi GBAS, nearly 60% of respondents globally (rising to 67% in Latin America and the Caribbean) say bartenders and accounts are curating the total hospitality experience to make people feel hosted, not simply served. The opportunity increasingly extends beyond what's in the glass as consumers are increasingly looking for an experience to complement a perfectly crafted drink.



The Experience
TURNS THE BARTENDER FROM SERVER INTO HOST, CHOREOGRAPHING THE EVENING FROM BEGINNING TO END.

MARTINY'S | NEW YORK CITY

WE CAN ALREADY SEE EXAMPLES OF THE ON-TRADE TAKING ITS CUES FROM THE DINNER PARTY.

Bangkok Supper Club, in New York, trades anonymous nightlife for limited seatings, shared plates and guest takeovers – making grabbing a great cocktail an end-to-end event that feels curated. A collaboration brought Washington, D.C.'s Press Club to Bangkok Supper Club for just two exclusive seatings, with signature drinks including Temptation, mixing PATRÓN® Silver with Chenin Blanc, serrano, mango, lime and shiso.

At New York's Martiny's, meanwhile, hosting is built in. Founder Takuma Watanabe draws on the Japanese tradition of omotenashi – anticipating guests' needs to create a considered hospitality experience – across three floors of a converted 1800s carriage house. Ranked among The World's 50 Best Bars in 2026, each level of the space offers a different atmosphere, from the lively ground floor bar to a more relaxed spirits lounge designed to feel like a private home bar. Even the cocktails extend that sense of considered hosting: the signature Grand Martiny's combines BOMBAY SAPPHIRE® gin and ST-GERMAIN® elderflower liqueur with sherry, port, Cognac and grapes.

Elsewhere, the emerging popularity of cocktail omakase is transforming drinking into a fully hosted experience – carefully sequenced and served as performance. This is leading established bars to expand their approach to hospitality. Mexico City's Handshake Speakeasy launched Cariño by Handshake, an intimate 12-seat cocktail omakase built around a six-course exploration of Mexico. Rather than ordering individual drinks, guests are guided through a sequence of serves using Mexican spirits, ingredients and techniques – with cocktails moving between glass, plate and edible formats. The experience turns the bartender from server into host, choreographing the evening from beginning to end.

Demonstrating the appetite, consumers are seeking out drinking experiences that feel more intentional: a cocktail tasting flight was the top choice for bar experiences in both France (30%) and Italy (33%), according to the Bacardi GCS.

> **“THE HOTTEST RESERVATION ISN’T JUST A TABLE ANYMORE, IT’S AN INVITATION TO FEEL LIKE A GUEST.”**
>
> SHERVENE “SHEV” BLACKBURN, GLOBAL DIRECTOR OF ADVOCACY & EXPERIENCE, BACARDI

But why stop at hosting the night? A new generation of members’ clubs is taking the same curated approach to social life – assembling the people, rituals and experiences that turn one venue into a ready-made social world. At New York members’ club Moss, hosting is embedded into the space itself. Its library bar, Inklings, serves as a hangout spot after the club’s Symposium events, serving experimental cocktails exclusively in Sophie Lou Jacobsen glassware. Inspired by the club’s illustrated “Inklings” – mischievous creatures created by artist Catherine Potvin to represent the ID of club members – the bar is imagined as a character in its own right, changing personality every six months according to what “she’s reading, or who she’s dating.” It’s hospitality with a point of view: using drinks, design and storytelling to give members a social world to step into.

As part of the next phase of the Bacardi relationship with Soho House, the two businesses launched their first Co-Creation Lab to explore the future of the member drinking experience. Signature serves such as the Picante de la Casa, made with PATRÓN® Reposado, and the Soho Mule, featuring GREY GOOSE®, become familiar touchpoints across Soho Houses around the world – building connection wherever members go.

Increasingly, hospitality isn’t just playing host – it’s handing over the keys. The Hoxton hotel in London is inviting its community to pitch their dream party, before selecting three ideas to fund and bring to life globally with BACARDÍ®, GREY GOOSE®, PATRÓN® and Fever-Tree®. Guests provide the concept and guest list; the hotel handles the planning, space and details. It flips the traditional hospitality model, turning consumers from attendees into hosts and brands into the enablers of their social vision.

At home, hosting is getting the velvet-rope treatment, too – with custom invitations, better cocktails and a vibe worth staying in for. One in three UK shoppers now choose to celebrate at home, while according to Mintel, 80% of UK adults buy alcoholic beverages for home consumption[ix]. But this isn’t simply about stretching spending – it’s about doing so without compromising on quality: 46% are trading up to premium food and drink when entertaining, creating an appetite for premium spirits that feel as considered as the occasion itself[x].

Notably, hosting’s modern comeback is bigger than the dinner table. While 32% of Britons now say they host monthly, just 14% call these gatherings “dinner parties.” For two-thirds (66%), the motivation is more all-encompassing: bringing people together – curated vibes, cocktails and all. This behavior is peaking across Mexico and Spain, where 60% and 44%, respectively, say hosting get-togethers or parties at home is one of the occasions when they are most likely to consume spirits (Bacardi GCS).

And as hosting becomes more expressive, premium spirits and presentation are becoming part of the host’s toolkit. The Bacardi GCS reveals that over half (51%) of consumers in India, 38% in Canada, 36% in Japan and 34% in France are spending on super-premium spirits when hosting. Statement glassware is part of the equation for 40% in Mexico, 25% in France, 22% in Canada and 20% in Japan, while in India, 47% are drawn to stamped stencils for customized cocktail designs.

Bringing this spirit of expressive hosting into hospitality, GREY GOOSE® has partnered with British designer Henry Holland and London restaurant Bistrotheque on a playful Martini cocktail experience. Featuring an exclusive collection of handblown Martini cocktail glasses and ceramic serving pieces in Holland’s signature colors and patterns, the collaboration extends beyond the restaurant, giving hosts a chance to bring the experience home. Proof that what’s holding the drink can make just as much of a statement as what’s inside.





5 New Drinks NETWORKS

Cocktail discovery is personal. With so many algorithms telling us what to try, drinks discovery is becoming more about the people we trust – shaped by bartenders, mentors, friends and cultural figures whose judgment carries weight. From social platforms to hospitality, new networks are forming around trusted tastemakers, turning human expertise into a powerful engine for discovery.

Behind the bar, the value of the expert recommendation is in clear focus. NIQ's Global Bartender Report finds that a single bartender influences nearly 11,000 consumer drinks decisions annually, while 88% make a recommendation every shift and 95% say guests follow their recommendations 'most times'. In Britain, 42% of bartenders recommend a specific spirits brand every shift, compared with 31% globally[xi]. In an age of infinite recommendation, the person pouring the drink remains one of the most powerful filters for what to try next – and a key channel for brands to harness.

Crucially, consumers value bartenders for more than simply knowing what is on the menu. In Japan, 46% say a good barperson makes the perfect "surprise me," while 40% in France value being introduced to a drink they would never normally order, according to the Bacardi GCS. In Spain (46%) and the U.S. (42%), consumers value a bartender who makes every drink feel like an experience, while in the U.S. 46% prioritize bartenders that listen. More and more, it's the bartender's individual taste and judgment that create value – listening, understanding and creating an experience that makes their own expertise part of the draw.

Promisingly, there's an appetite for precisely this kind of discovery. A bartender's off-menu drink is the top choice for a bar experience among 39% of consumers in Germany and 30% in Canada – suggesting that what sits beyond the standard menu is becoming a key attraction (Bacardi GCS).

As consumers increasingly follow individual tastemakers, bars are recognizing – and rewarding – the influence those individuals hold. Chicago's Bar Bambi takes this literally, with a creator-payment model under which bartenders receive bonuses based on sales of cocktails they create. Creations include the Nightshirt, a balanced mix of ST-GERMAIN®, gin, chamomile, lime, sparkling water and clarified coconut yogurt. The model shows the growing value of bartender influence, as bartenders become recognized not just for drinks, but as tastemakers in their own right.

That expertise is increasingly on the move. Guest shifts have long allowed bartenders to swap bars and cities, and new platforms are making these exchanges easier to organize. Emerging app GuestShift.in connects bartenders with opportunities for temporary appearances and takeovers at different venues, helping talent move between locations. This points toward a more mobile, interconnected bartending culture, where individual talent and influence can travel beyond a single venue.

Bars are turning that circulation of talent into entertainment. New York's Gramercy Tavern brings leading U.S. cocktail bars into its Tavern room for three-night residencies through its Behind the Bar series, with guests including Miami's Café La Trova, New Orleans' Jewel of the South and Philadelphia's The Lovers Bar. Café La Trova – known for Julio Cabrera's Cuban cocktail program – brings signatures including the Cubano Viejo, featuring BACARDÍ® Ocho rum, demerara syrup, lime juice, mint, Angostura® bitters and ginger beer.

A SINGLE BARTENDER INFLUENCES

Nearly **11,000**

CONSUMER DRINKS DECISIONS ANNUALLY

NIQ'S GLOBAL BARTENDER REPORT



PHOTO CREDIT: TIAGO MAYA



PHOTO CREDIT: TIAGO MAYA

Bartenders Asking For:

69% PROFESSIONAL NETWORKING
67% DEVELOPMENT OPPORTUNITIES

BACARDI GLOBAL BRAND AMBASSADOR SURVEY

Drinks brands are also building connections across different creative disciplines, taking cocktails into wider cultural experiences. In India, The Gathering Edition 02 brought food, art, music and mixology to Mumbai's historic Mukesh Mills. For the festival, DEWAR'S® Blended Scotch whisky developed a series of one-off cocktails to pair with menus created for its Chef x Artist pop-ups, bringing bartenders into the creative process alongside chefs and artists.

As we look to 2027, 69% of bartenders surveyed say they need professional networking, and 67% point to a desire for professional development opportunities (Bacardi GBAS). That marks a notable shift from 2025, when cocktail competitions were the one clear priority – suggesting the industry is moving from not just showcasing individual talent but also building the connections and capabilities that help it grow.

In 2026, PATRÓN® launched Agave Masters, a global bartender platform centered on the first Wine & Spirit Education Trust (WSET)-approved accreditation dedicated to agave spirits. Uniquely, the platform brings formal education together with community and real-world experience in a single program. Alongside the course, bartenders can access masterclasses, build connections with peers and compete globally, with the inaugural winners traveling to Mexico for a four-day summit including a visit to the PATRÓN® brand's home in Jalisco. By connecting learning with relationships, Agave Masters shows how brands can invest in the networks through which knowledge, expertise and influence now travel.

Notably, consumers are beginning to organize taste in much the same way. The Corner app applies social media mechanics directly to hospitality, letting people save and share bars, restaurants and cafés, and discover new places through friends' networks. Powered by more than 250,000 users, recommendations are used to curate highly specific bar guides across the globe, from "chic pre-pregame dinner spots in Paris" and "bars that feel like Euro summer in Los Angeles" to "the best savory Martini cocktails in New York." The latter spotlights Jac's on Bond, where the Jac's Caprese Martini cocktail is mixed with tomato and basil-infused GREY GOOSE® vodka, olive oil, white vermouth and balsamic vinegar, alongside Bonnies Brooklyn's MSG Martini cocktail – a blend of GREY GOOSE® or BOMBAY SAPPHIRE® Premier Cru gin, olive brine, wine and MSG.

Here, the map becomes a social feed, organized around whose taste you trust. Tech can inspire and guide, but the human touch remains essential. Even amid the AI boom, concerns about AI-crafted cocktails remain unchanged at 60% globally and 67% among Gen Z.

> **"AN ALGORITHM CAN TELL YOU WHAT'S POPULAR. A GREAT BARTENDER CAN TELL YOU WHAT YOU'LL LOVE. THAT MIX OF KNOWLEDGE, INTUITION AND HUMAN CONNECTION MAKES BARTENDERS MORE INFLUENTIAL THAN EVER."**
>
> LAUREN MOTE, GLOBAL DIRECTOR AGAVES, BACARDI



ONE MORE *Round*

MORE OF WHAT CONSUMERS ARE
THINKING, DRINKING AND CHOOSING

TOP GLOBAL *Bar Calls*

BACARDI GLOBAL CONSUMER SURVEY



1 MARGARITA



2 MOJITO



3 PIÑA COLADA



4 SPRITZ



5 WHISKY & COKE®



6 RUM & COKE®



7 VODKA LEMONADE



8 VODKA SODA



9 TEQUILA SUNRISE



10 GIN & TONIC



11 DRY MARTINI COCKTAIL



12 DAIQUIRI



13 BLOODY MARY



14 MIMOSA



15 IRISH COFFEE



16 GIN LEMONADE



17 SCREWDRIVER



18 ESPRESSO MARTINI



19 COSMOPOLITAN



20 PALOMA

Mindful SIPS



71% would choose a cocktail free from additives and artificial flavors over one made with them.

BACARDI GLOBAL CONSUMER SURVEY





70% plan to alternate cocktails with water or non-alcoholic options, rising to 82% among Gen Z.

BACARDI GLOBAL CONSUMER SURVEY

50% of consumers anticipate buying a smaller bottle of their favorite spirit this year, suggesting that tighter budgets aren't taking favorite brands off the table.

BACARDI GLOBAL CONSUMER SURVEY

TOP SUSTAINABILITY *Themes*

When asked, “Thinking of the spirits and liquors you drink, which of the following environmental and sustainability themes are most important to you?”

35%
Reducing single-use plastic and packaging

35%
Buying local

31%
Recyclable packaging

29%
Helping to preserve clean water

27%
Sustainably sourced ingredients

23%
Reducing carbon footprint

22%
Buying ethically sourced products

Order of rankings same as last year.

BACARDI GLOBAL CONSUMER SURVEY

TOP REASONS TO *Photograph* A DRINK

29% COLOR

27% PRESENTATION (TABLESIDE, MARTINI CART, ETC.)

26% UNIQUE VENUES

25% GARNISH

22% PREPARATION

22% VESSELS/GLASSWARE

BACARDI GLOBAL CONSUMER SURVEY



THE *Airport* EDIT

FROM PRE-FLIGHT POURS TO DUTY-FREE GIFTING

TOP 3 GLOBAL *Pre-Flight* POURS:



#1
MOJITO



#2
GIN & TONIC



#3
MARGARITA

Gifts AT THE GATE:

45%	BUY DUTY FREE FOR THEMSELVES
30%	FOR SOMEONE ELSE
25%	BUY FOR BOTH



Conclusion

In 2027, value is expanding beyond what is poured into the glass to everything that can be created around it – the way an occasion is hosted, the expertise behind a recommendation, the cultural references a classic carries, the world a bar invites you into and the possibilities contained within flavor itself.

This is changing where innovation happens. A great drink can begin with a bartender's point of view as readily as a new ingredient; with a familiar serve re-interpreted for a different audience; or with an experience compelling enough to give the cocktail an entirely new context. Increasingly, what matters is not novelty for novelty's sake, but the ability to give people a reason to gather, discover, explore and return.

For brands, that expands the canvas. Product innovation remains important, but so too does investing in the people who give drinks authority, the rituals that give them relevance and the cultural worlds that make them memorable. The opportunity is to connect these elements – helping bartenders become better hosts and tastemakers, giving established serves new life, and turning ingredients and brands into building blocks for creativity.

> **"THE NEW FRONTIER OF DRINKS ISN'T ALWAYS INVENTION. IT'S INTERPRETATION – TAKING THE FAMILIAR AND MAKING IT FEEL UNEXPECTED AGAIN. THE REAL OPPORTUNITY IS TO TURN ALL THAT POSSIBILITY INTO SOMETHING PEOPLE WANT TO EXPERIENCE TOGETHER: A DRINK WORTH DISCOVERING, AN OCCASION WORTH REMEMBERING AND A REASON TO COME BACK FOR ANOTHER ROUND."**
>
> MARTIN RAYMOND, CO-FOUNDER, THE FUTURE LABORATORY.

FOR THE DRINKS INDUSTRY, 2027 IS AN OPPORTUNITY TO THINK BIGGER THAN THE DRINK – AND CREATE MORE REASONS FOR IT TO MATTER.



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IN ASSOCIATION WITH THE FUTURE LABORATORY

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