







Lean into profitable trends - *powered by Lucas Bols*



“These six trends aren’t just shaping what guests drink—they define how operators grow revenue, increase margins, and win across every daypart.”

Trend	Consumer Insight	Channel Focus	Market Proof	How to Win	Hero Serve	Brand Credentials	Menu Strategy
 Aperitivo & Spritz	Guests are shifting to lighter, longer drinks—unlocking more rounds, earlier occasions, and higher total spend per visit	Rooftops, brunch, waterfront, hotel bars, Italian/Mediterranean	Spritz menu mentions +14% (Somm AI)	Build a high-margin spritz program to drive daytime traffic, increase rounds, and extend dwell time	Pallini Limoncello Spritz	Pallini Limoncello — World’s #1 Limoncello (IWSR); 150 years heritage Bols Elderflower – 92 pts “Best Buy” Wine Enthusiast	Start with Pallini Spritz as the anchor. Add peach & berry variants to drive repeat orders Bols Elderflower to improve Hugo Spritz margins
 Tropical, Visual & Shareable	Guests choose bold, colorful cocktails that feel social, photogenic, and worth sharing—driving trial and group ordering	Nightclubs, lounges, beach bars, Latin nightlife, tiki, Asian venues	Pornstar Martini world’s #1 cocktail (Difford’s Guide)	Build a visually-driven cocktail section that turns color and flavor into trial and repeat orders	Passoã Passion Star Martini	Passoã — #1 Passion Fruit Liqueur; original Pornstar Martini Bols Blue 1575 — 94 pts Wine Enthusiast; 450-year heritage	Leverage Passoã versatility across serves like Martini, Mojito, Margarita. Expand tropical cocktail menu with Bols flavors blue curacao, coconut, lychee, melon
 Coffee & Indulgence	Consumers seek indulgent, dessert-style cocktails—especially post-meal—driving higher check averages	Restaurants, hotel bars, lounges, steakhouses, Italian dining	Espresso Martini remains a top 10 global cocktail (Difford’s Guide)	Extend into dessert and after-dinner cocktails to capture incremental spend and increase check size	Galliano Espresso Martini	Galliano Espresso — richer coffee, less sweet profile for cocktails Galliano L’Autentico — iconic herbal-vanilla liqueur	Build Espresso Martini section with variations Extend into dessert/affogato serves Add Hot Shot ritual for late-night occasions
 Drink Better (Craft & Transparency)	Guests drink less but trade up—seeking authenticity, transparency, and higher-quality ingredients	Cocktail bars, premium casual, steakhouses, Mexican restaurants	Additive free tequila +15% Dollar Sales (AC Nielsen)	Trade guests up within familiar cocktails by upgrading base spirits and emphasizing quality	Partida Margarita & Old Fashioned	Tequila Partida — additive-free purity & precision since 2005 Roble Fino —double-aged, award-winning innovation	Build premium Margarita & Paloma variations Drive trade up and margins with Roble Fino Use Bols liqueurs to modify & elevate classics
 Lo & No Alcohol	More guests are moderating but still want full cocktail experiences and inclusive occasions	Restaurants, hotel bars, wellness venues, premium casual	Non-alcoholic menu mentions +300% (Somm AI)	Serve more guests and occasions with premium alcohol-free cocktails alongside full-strength options	Fluère Spritz/ NA Margarita	Fluère — award-winning non-alcoholic distilled spirits Pallini Limonzero — world’s first non-alcoholic limoncello	Build dedicated lo & no menu section Mirror classic cocktails with NA versions Add Limonzero Spritz to extend aperitivo
 Quality Cocktails at Scale (RTS)	Guests expect bar-quality cocktails with speed and consistency in high-volume environments	Stadiums, arenas, festivals, casinos, high-volume bars	RTS cocktails +19% Dollar Sales (AC Nielsen)	Add premium ready-to-serve cocktails to increase speed, reduce labor, maintain quality	Bols RTS Margarita / Espresso Martini	Bols RTS Cocktails — bartender-crafted with real spirits; 450-year expertise	Start with basics like Margarita & Espresso Martini Expand to Negroni, Old Fashioned, Pornstar Martini

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APERITIVO & SPRITZ



PALLINI
LIMONCELLO

+6%

DEPLETIONS

+14%

"Spritz" menu
mentions to
40k in 2025

Source: SOMM AI



ELDERFLOWER
LIQUEUR

+30%

Dollar Sales*

*Nielsen 52wks 12/22/25

+14%

"Spritz" menu
mentions to
40k in 2025

Source: SOMM AI

TROPICAL & VISUAL



PASSION FRUIT
LIQUEUR

+8%

Dollar
Sales*

*Nielsen 52wks
12/22/25

COFFEE/INDULGENCE



PREMIUM COFFEE
LIQUEUR

+79%

in menu
mentions
to 52k in
2025

Source: SOMM AI

DRINK BETTER/ TRANSPARENCY

ADDITIVE-FREE TEQUILA

+15% Dollar Sales*



*Nielsen 52wks 12/22/25

LO & NO ALCOHOL

NON ALC SPIRITS **+300%**

Menu Mentions*



Source: SOMM AI

QUALITY COCKTAILS AT SCALE

RTS COCKTAILS **+19%**

Dollar Sales*



*Nielsen
52wks
12/22/25