

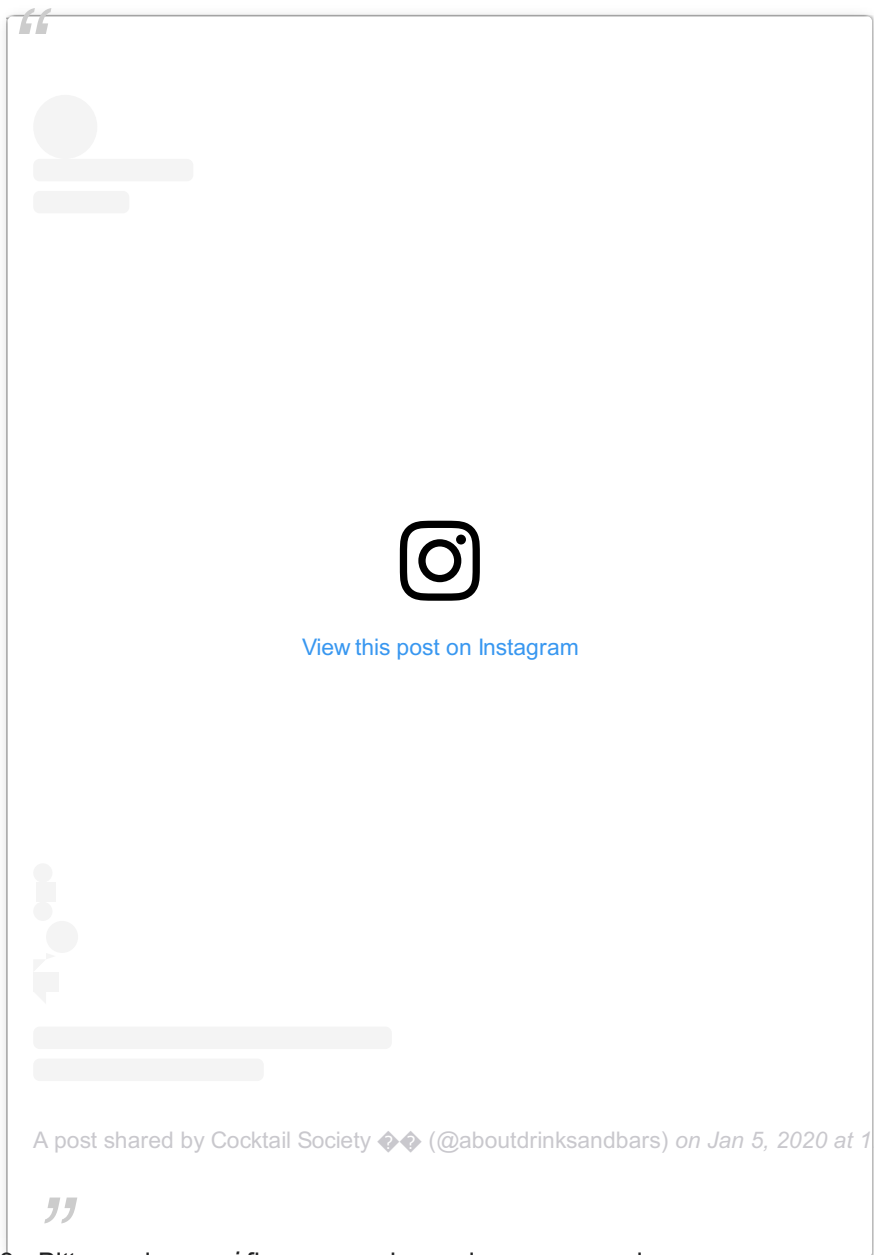
15 growing cocktail trends for 2020

The top five trends recognised for 2019 were: simplification and experimentation, gin, rum, low- to no- ABV (alcohol by volume) drinks and the start of a 'green' movement.

As we know, global trends take time to mature. Owen O'Reilly, owner of SIP Exclusive and the Diageo World Class SA Bartender of the Year 2019, says: "Trends that started at the end of 2018 will really only become 'a thing' in 2020."

So, in addition to those 2019 trends still making their mark, some of SA's top bartenders provide insights into these growing trends and a few more only in infancy:

1. Overly complicated, sugar-forward cocktails have lost momentum and the classics are back.
2. Once thought to be a phase, it seems the gin craze is here to stay as long as there is demand.



A post shared by Cocktail Society 💎💎 (@aboutdrinksandbars) on Jan 5, 2020 at 12:14pm PST

3. Bitter and *umami* flavours are becoming more popular.
4. Herbals and Amaros are being used more; aperitifs are set to make a comeback.
5. Rum and tequila are at the forefront of popular spirits as craft producers try to break into the market.
6. Largely spearheaded by the health-conscious younger generation and the need for responsible drinking, the world

has seen a steep increase in demand for decent low-ABV and alcohol-free serves. Available today, you will find alcohol-free everything from beer to dark spirits as consumers drink for flavour and the social aspect rather than effect.

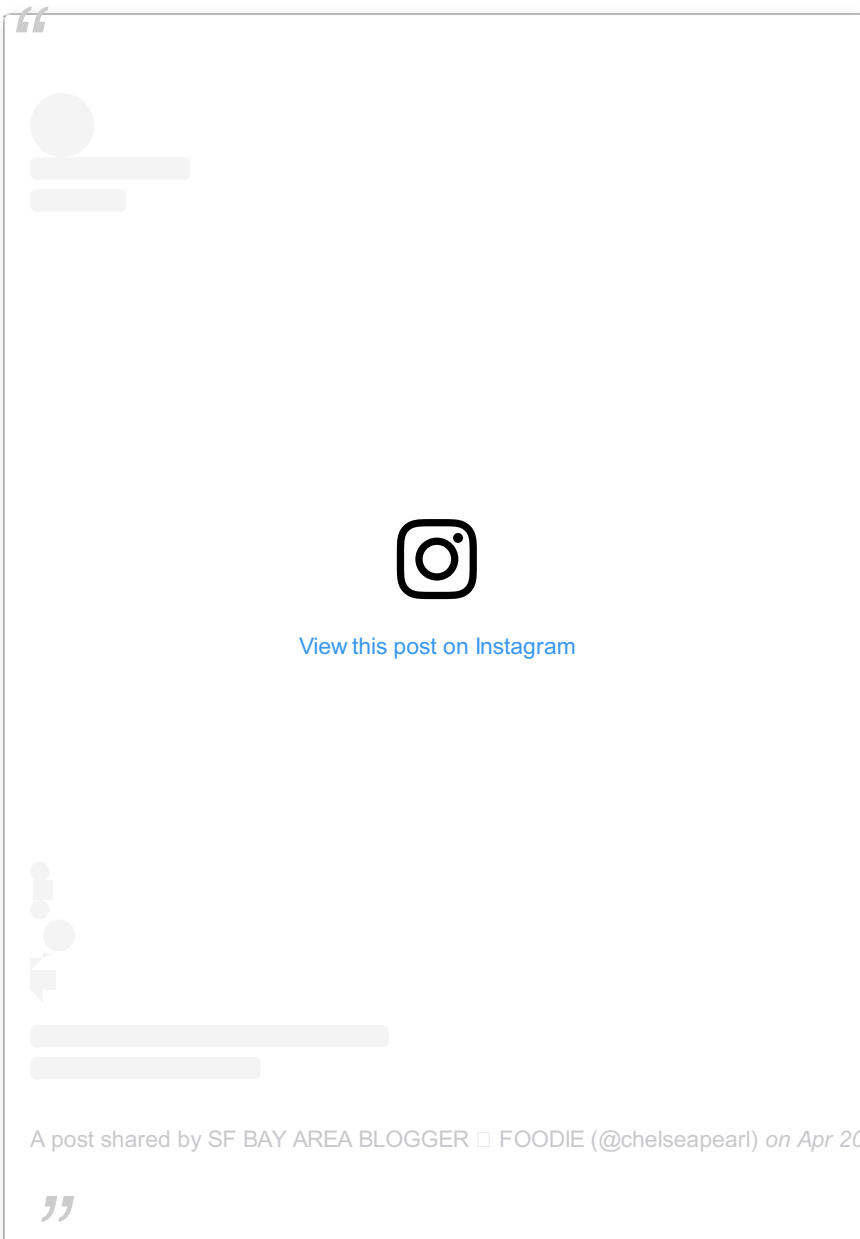


New alcohol-free Mindful Drinking Festival to launch in Cape Town

9 Oct 2019

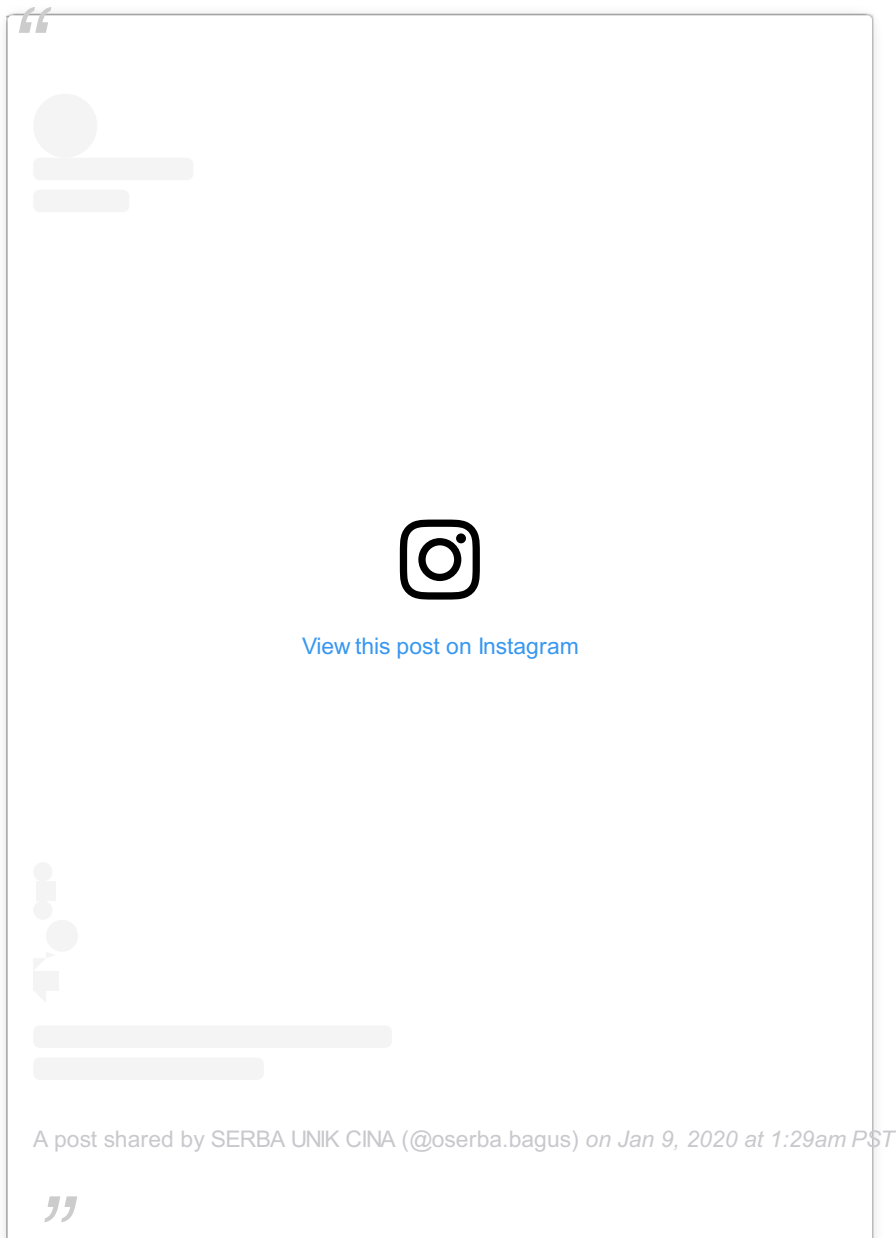


7. In addition, as consumers become more aware of what they put in their bodies, there is a much greater need for higher-quality and premium products.
8. Recent years have shown an increasing trend of playing with homemade ingredients, infusions and fermentations such as *kombucha* and *tepache*.
9. Cannabidiol (CBD) and hemp-infused products are on the rise, even for the cocktail industry.



10. There is a lot of experimentation with carbonated flavours as bars and bartenders make their own creations. O'Reilly gives us an example: "I made a smoked soda for the opening round of World Class this year."
11. Bartenders are collaborating with chefs and making use of applicable kitchen techniques that are more sustainable.
12. Supporting sustainable practices in general continues. Many South African bars have started reducing their amount of waste, recycling, banning the use of single-use plastic like straws, using less ice, using local and seasonal ingredients, reusing ingredients where possible and making garnishes from dehydrated fruit that has

gone unused.



13. Women in the industry are trending and will continue to do so in the coming years. George Hunter, owner of Copper Monkey and SA national winner of the Angostura Global Cocktail Challenge 2018, says: “The ladies in our industry are a focal point and rightfully so. There shouldn’t be inequality in our workplace. Hospitality is about welcoming people and giving them a great experience – it shouldn’t matter if the service is by a male or female.”
14. Augmented reality (AR) cocktail menus are being brought to life as venues get creative to ensure they stand-out from the crowd.
15. Locality is becoming a unique selling point. Julian Short, co-owner of Sin + Tax (recently debuted on the extended list of the 2019 World's 50 Best Bars at number 88), says: “The mixology trend has taken the world by storm and as more and more bartenders from all around the world come to terms with their own worth and relevancy, they are beginning to understand that what makes them exceptional is where they come from and what distinctive ingredients they have at their disposal. This applies perfectly to South Africa. We are in such a uniquely diverse part of the world that we are actually spoilt for choice. I cannot wait to see how we as a continent further embrace our local ingredients, heritage and special drinks culture into modern cocktail culture.”

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