

THE SPIRITS BUSINESS

EXPERTS PREDICT COCKTAIL TRENDS FOR 2016

19th January, 2016 by Annie Hayes

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As 2016 promises to be another phenomenal year for the global cocktail scene, we consult experts for a sneak peek into the cocktail and bar trends that will mesmerize us in the months to come.



We ask experts to predict the cocktail and bar trends that will be influential in 2016

In 2015 we witnessed a boom in high end pre-bottled cocktails, the rise of vegetable and botanical cocktails, and a skyrocketing microdistillery movement that swept the world.

This year, many of our experts' predictions focus on quality and finesse without unnecessary fanfare – from simpler, sleeker service to ready-to-use fermented ingredients.

After pinning down a panel of industry experts ranging from bartenders and brand ambassadors to discerning drinkers, we've compiled their top predictions on the big trends to hit bars throughout the year ahead.

Click through the following pages to discover the cocktail trends for 2016. Think we've missed one? Have your own predictions? Let us know by leaving a comment below.



"Small cocktails at lower prices – known as tapastails. Everyone loves tapas these days, it's a trend in restaurants that's just not getting old, so why not do the same with cocktails? I'm thinking less of the conventional and rigid 'flight' concept that's already been done with whiskies and beers – it's more about a sampling menu where guests can choose a selection of small cocktails to try at their leisure in 75ml measures. This style of drinking is cropping up more and more, especially in the Asian scene."

– JJ Goodman, founder, London Cocktail Club

Lighter cocktails



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"Guests are increasingly moving away from strong traditional drinks, preferring instead to experiment with fruity cocktails, or even mocktails."