

Beat: Lifestyle

## Four Cocktail Trends From WORLD CLASS BARTENDER OF THE YEAR Competition

### Will Change the Way You Drink in 2018

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**USPA NEWS** - Almost 9 out of 10 Younger drinkers (88%) now enjoy Cocktails on a night out. With Asia, the Middle East and Latin America now represented on the World's 50 Best Bar List, the People Leading this Revolution are from Across the Globe. They are bringing New Ideas, Techniques and Cultural Influences, Leading to a Dynamic Fast-Paced Industry where New Trends are emerging, inspiring People to drink better the World over.

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Last Month, 55 of the Bartending Elite have been battling it out at WORLD CLASS BARTENDER OF THE YEAR FINALS- the world's Biggest Bartending Competition - in Mexico City. Nearly 10,000 Bartenders from 57 Countries have taken part to win the Crown of Best Bartender in the World.

In between Judging the Finalists, Leading Lights from the Food and Drinks Industry got together to uncover the Main Trends they expect to see next year. Diageo Global Cocktaillian Lauren Mote led a Discussion including mMxology Legend Dre Masso; Australian MasterChef host & Judge Matt Preston ; Alex Kratena (formerly of Artesian - Three Time Winner of World's Best Bar) and the WORLD CLASS BARTENDER OF THE YEAR 2014, Charles Joly. The Trend Panel predicted a Rise in Sustainability, Signature Serves, the Link between Mixed Drinks and Fine Cuisine, and the Increase in Crafting Cocktails at Home. Some Spectacular Cocktail serves were produced as Examples at the Event.

\* Sustainable Serves - In a Recent Consumer Poll, nearly one in two Customers expressed a willingness to pay a 10% Premium for Socially Responsible and Environmentally Friendly Goods. So as well as helping the Environment, going down this Route could also make sound Business Sense for Bar Owners.

\* Signature Serves - One of the Original Cocktail Innovators, Giuseppe Cipriani, created the Bellini in Venice in the 1930s, and today the Home of the Bellini - Harry's Bar - is a Must-Visit. So with People now spending 5% more on Luxury Experiences than Luxury Goods, Bar Owners and Mixologists who tap into this desire can thrive in 2018.

\* Culinary Cocktails - This Trend can be seen in some of the World's top bars with occasionally Eyebrow-Raising Results, whether it's a Foie Gras and Salted Caramel Infused Manhattan; or even a 'Margherita' Pizza Cocktail.

\* Cocktails at Home - Research indicates that 73% of Younger Drinkers enjoy Cocktails at Home on special occasions. They are Switching-Up the Ingredients they keep in their Kitchen Cupboards for more Adventurous Cocktail-Making.

\* Sustainable Serves : Café Cantata. Ketel One Vodka, Banana, Vermouth, Cold Brew Mexican Espresso, Tea Leaves & Flowers, Bittered Sling Arabica Coffee Bitters

\* Signature Serve cocktail : Juniper Cream Soda. Tanqueray No. TEN Gin, Campari and Manzanilla Sherry, Clarified Watermelon Juice, Mexican Vanilla Bean, locally-made Kombucha, Bittered Sling Plum & Rootbeer Bitters (entire mix should be carbonated, bottled and capped)

\* Culinary Cocktail : Kernel Horchata. Ron Zacapa 23 YO Rum, Calvados and Oloroso Sherry, Starchy Rice and Almond Milks, Cacao, Mexican Spices, Bittered Sling Moondog Latin American Bitters

\* Cocktails at Home Cocktail : Pantry Punch. Johnnie Walker Black Label, Red Vermouth, Mango & Black Pepper Shrub, Cold Brewed Ceylon Black Tea, Bittered Sling Kensington Aromatic Bitters

Source : WORLD CLASS and the WORLD CLASS Bartender of the Year competition

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