

# Cheers

## Six Beverage Trends For 2018

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There's one thing we can count on for next year, and it's ... *nothing*. Change is here to stay, and this year's top trends reflect the industry's acceptance of this state. Successful hotels and restaurants are turning creativity into innovation and adapting faster than ever. And there's a lot of change to deal with—economic, political and social factors, as well as significant cultural shifts in the way people use restaurants and hotels. Hold on tight, folks, because it's time to dig in and embrace the craziness. The times, they are a changin'. In fact, "Change is the New Black" is the theme of our 2018 Hospitality Trends Report.

Our "trendologists" explore the world, collecting the hottest trends in restaurants and hotels to determine what's coming in and what's going out. Based on the intelligence we've collected, here are six beverage trends to watch for 2018.



### 3) Nice Package

The world of wine packaging is changing fast! From cans, to boxes, tetra paks, wine kegs (disposable wine kegs!) and more, inventive wine packaging has opened the door to flexibility and higher profits.

Millennials don't care about what package their wine comes in, they just want it to be pretty—and they even feel better about buying wine in alternative packaging! Cardboard boxes are more environmentally friendly than heavy glass, and it's helpful for producers too, greatly reducing shipping costs with the lighter loads.

#### **Examples include:**

Canned wine from  
Cycles Gladiator Wines  
(Novato, CA)



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