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BEVSPOT TRENDS

# 9 Bar and Restaurant Types

& their top-selling beverage brands.

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# Introduction

In our previous BevSpot data posts, we've given you a peek at the most popular beverage products across the bar and restaurant industry—both by **comparing beer, wine and spirits**, and by breaking down spirits to find the **most-ordered brands**.

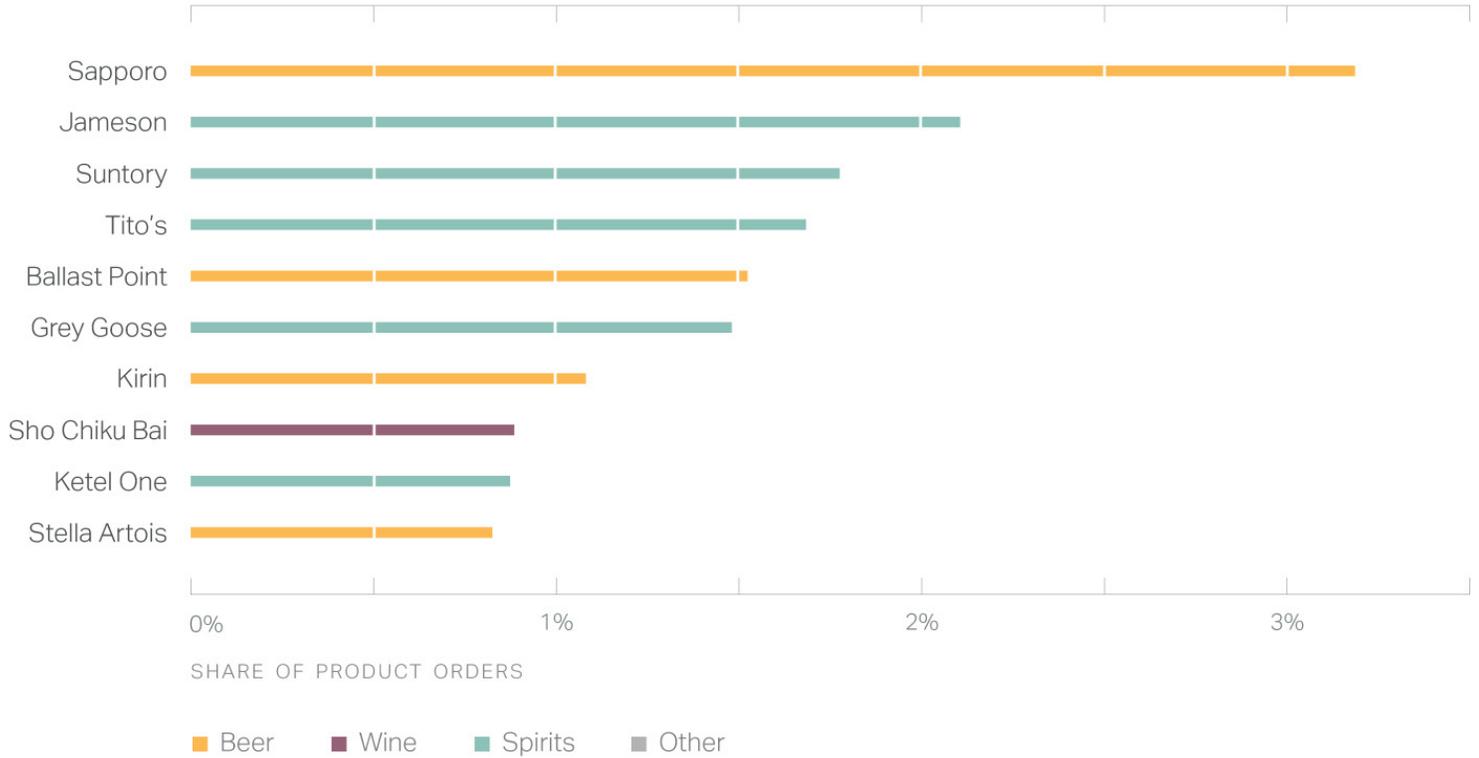
We've analyzed the data behind all our customers, but not all of them are alike. We partner with a wide variety of establishments, ranging from **nano-breweries, country clubs, wine bars** and even **Mexican-themed cocktail bars**. And, while some of the best-selling beverages are popular in many kinds of bars and restaurants, every type of establishment has a few unique favorites that are popular with its specific customer base.

By taking a look at the highest-trafficked brands for a group of establishments, we can get a sense of how their patrons' purchasing habits differ. But, while we work with establishments operating across the country, many of our customers are based in the Northeastern U.S., so the specific brands sold by BevSpot customers may not be representative of the beverage industry nationwide—they are, however, indicative of general customer preferences between establishment types.

**We've analyzed the order data of nine different bar and restaurant types to see how their preferences vary.**

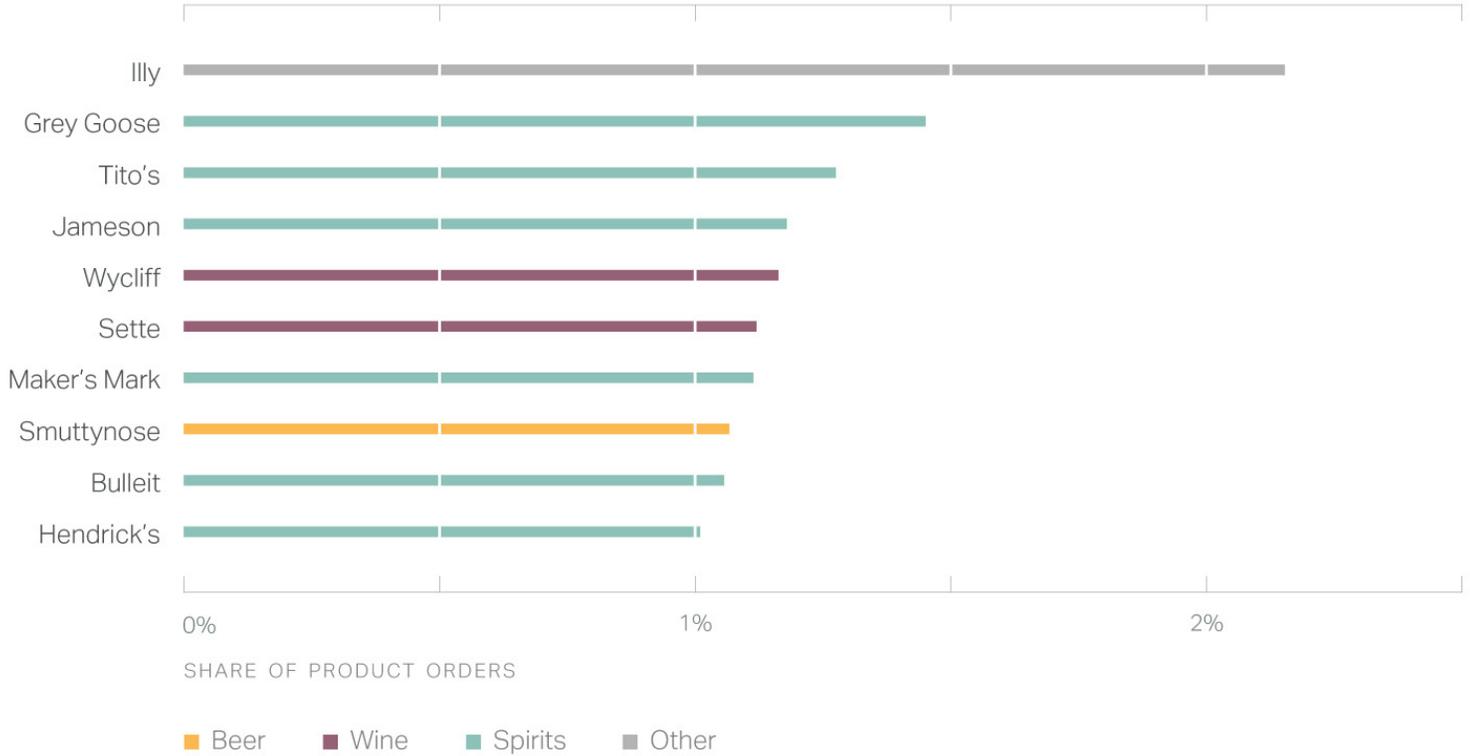
Keep reading to find the 10 most popular beverage brands for each type.

## Asian & Asian-Fusion Establishments



The norm at many Asian restaurants is beer and wine only—a norm that, surprisingly, isn't well-represented among BevSpot customers. Among Asian establishments with wider liquor programs, non-Asian beverage brands still account for much of sales (particularly if the business is heavier on the bar side, or if the concept is Asian-fusion). Still, a few Japanese brands manage to stand out among the non-Asian ones: Sapporo (the top-selling Japanese beer in the U.S.), Kirin (another large Japanese beer), Sho Chiku Bai (a leading sake), and Suntory (a Japanese whisky).

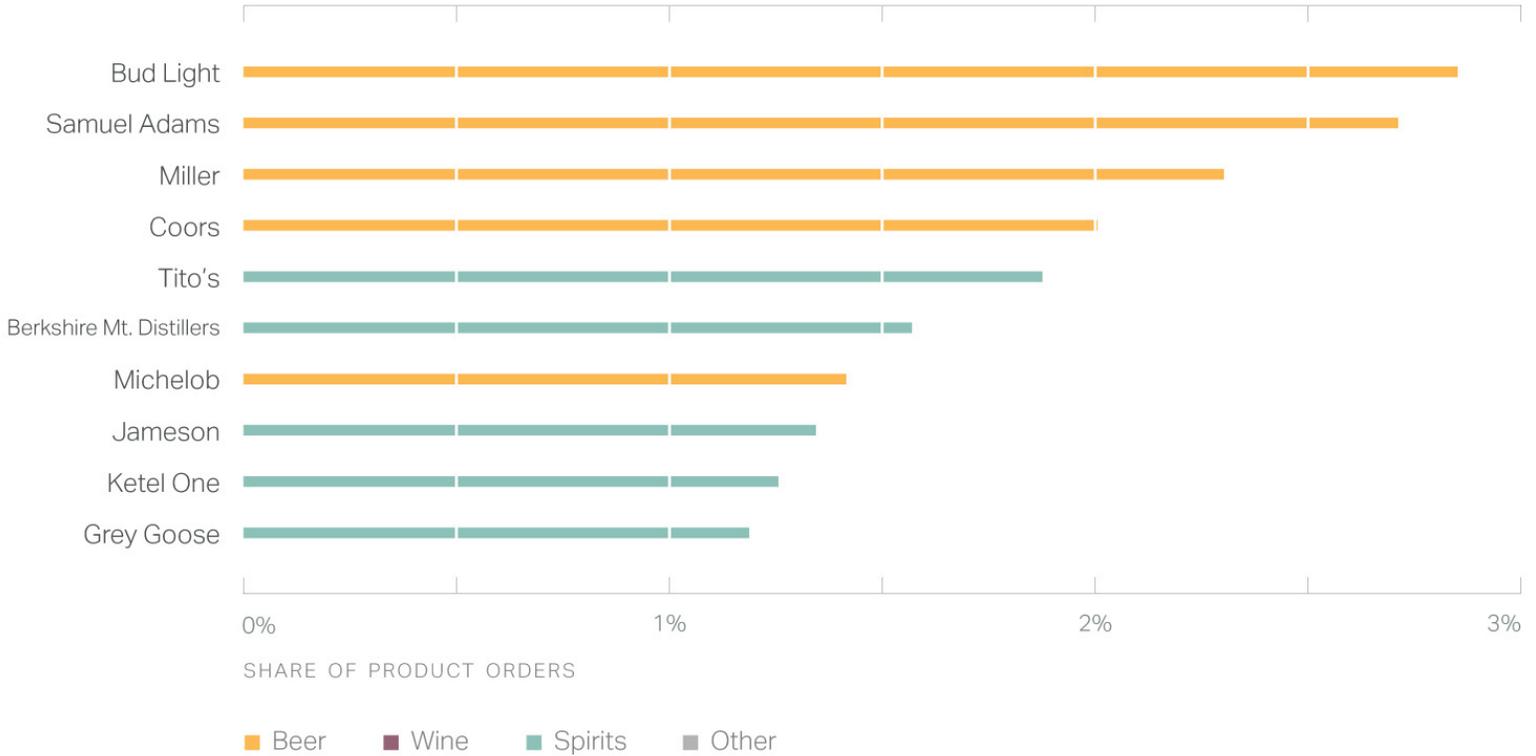
## Breakfast & Brunch Establishments



This list illustrates a few popular options for a boozy brunch menu: coffee, mimosas, sangria and a whole lot of other cocktails. BevSpot customers specializing in brunch are the only ones ordering high volumes of coffee through our app, putting Illy (coffee, tea and liqueur) at number one. Wycliff, a fruity champagne suitable for mimosas, comes in at number five. Sette, a red wine that works for sangria, is at number six. The rest of the top 10 are mass-market spirits that represent the wide variety of brunch cocktails.

The only beer represented in the top 10 is Smuttynose, a craft brewer native to (and popular in) New England, which is home to a majority of BevSpot customers. Its presence on the list actually underscores the demand for craft beer from establishments specializing in brunch, though no single craft beer brand makes this list.

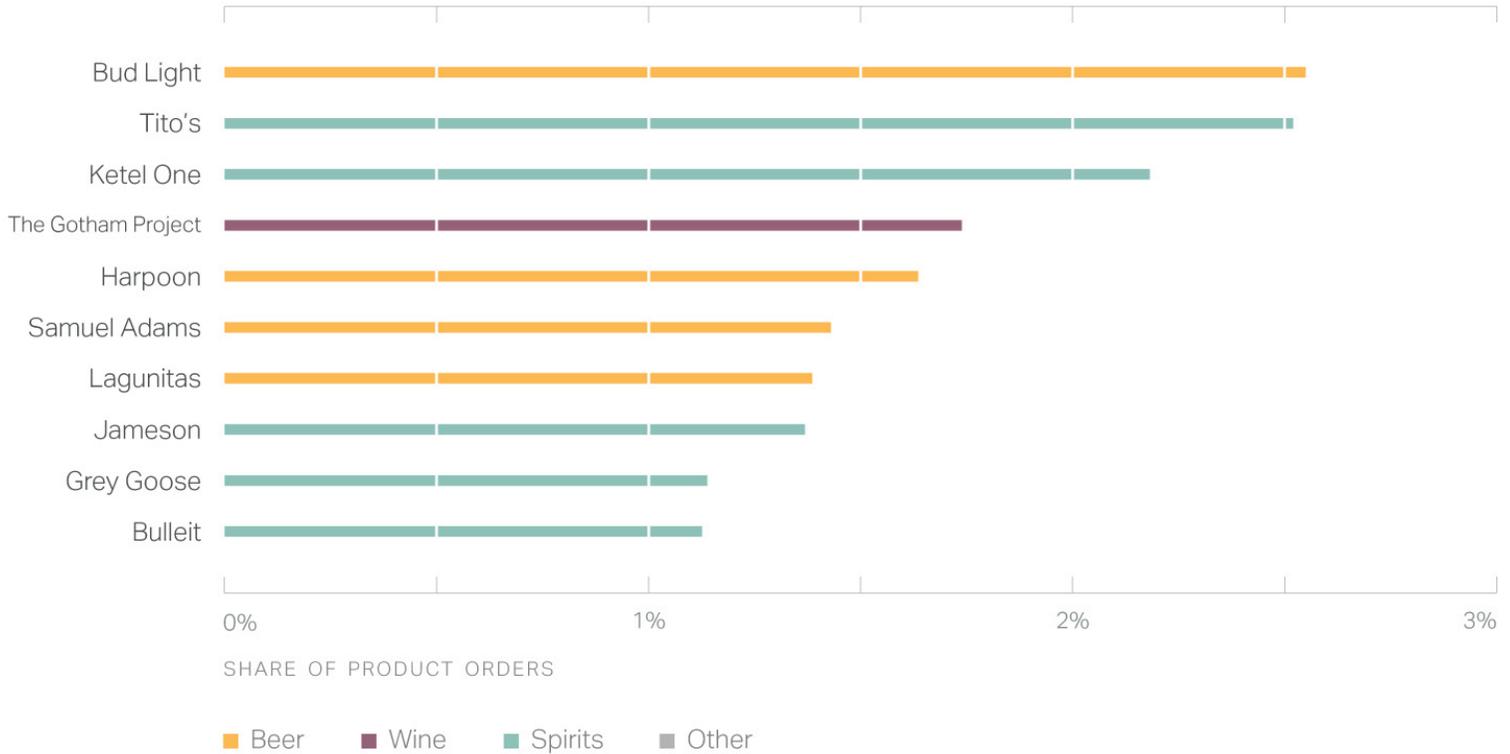
## Burger Establishments



What do patrons normally drink with their burger? A beer, and maybe a cocktail after the meal. This is what the data implies: The mass-market beers—Bud Light, Miller and Coors—as well as smaller brewer Samuel Adams make up the top four. Michelob comes in at number seven.

Four of the other five spots are filled by major vodka and whiskey brands, with Berkshire Mountain Distillers (a New England spirit company that produces whiskey, vodka, gin and rum) coming out of nowhere to land at number six.

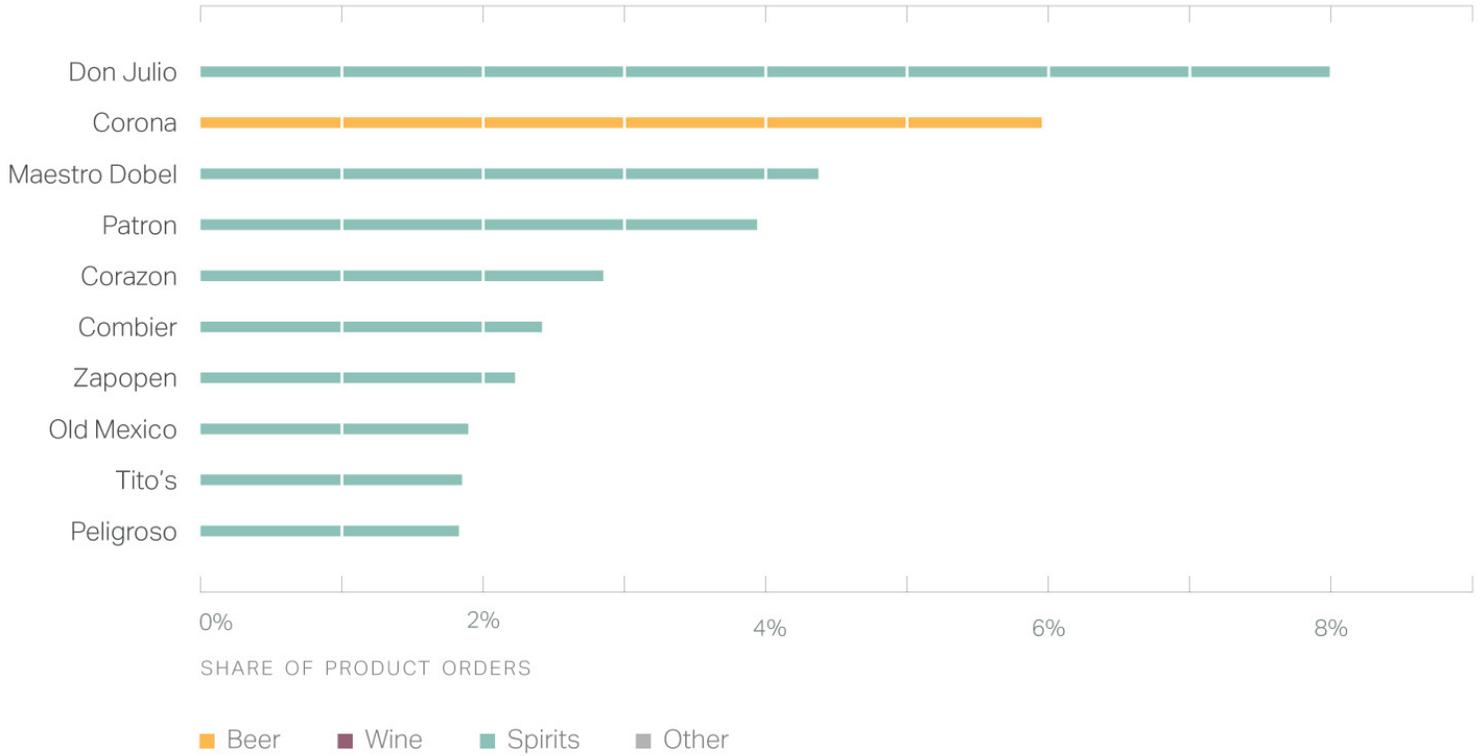
## Italian Establishments



You might expect Italian restaurants to consume a considerable amount of beer and wine. But, while beer is well represented in their top 10 (with three of the four beer brands being craft brewers), wine is not (with only one brand: The Gotham Project). This can be attributed to the differing market structures of these two categories—Beer is dominated by brands, but wine is fragmented and diverse, so a wine-heavy establishment will still not move any one specific wine brand.

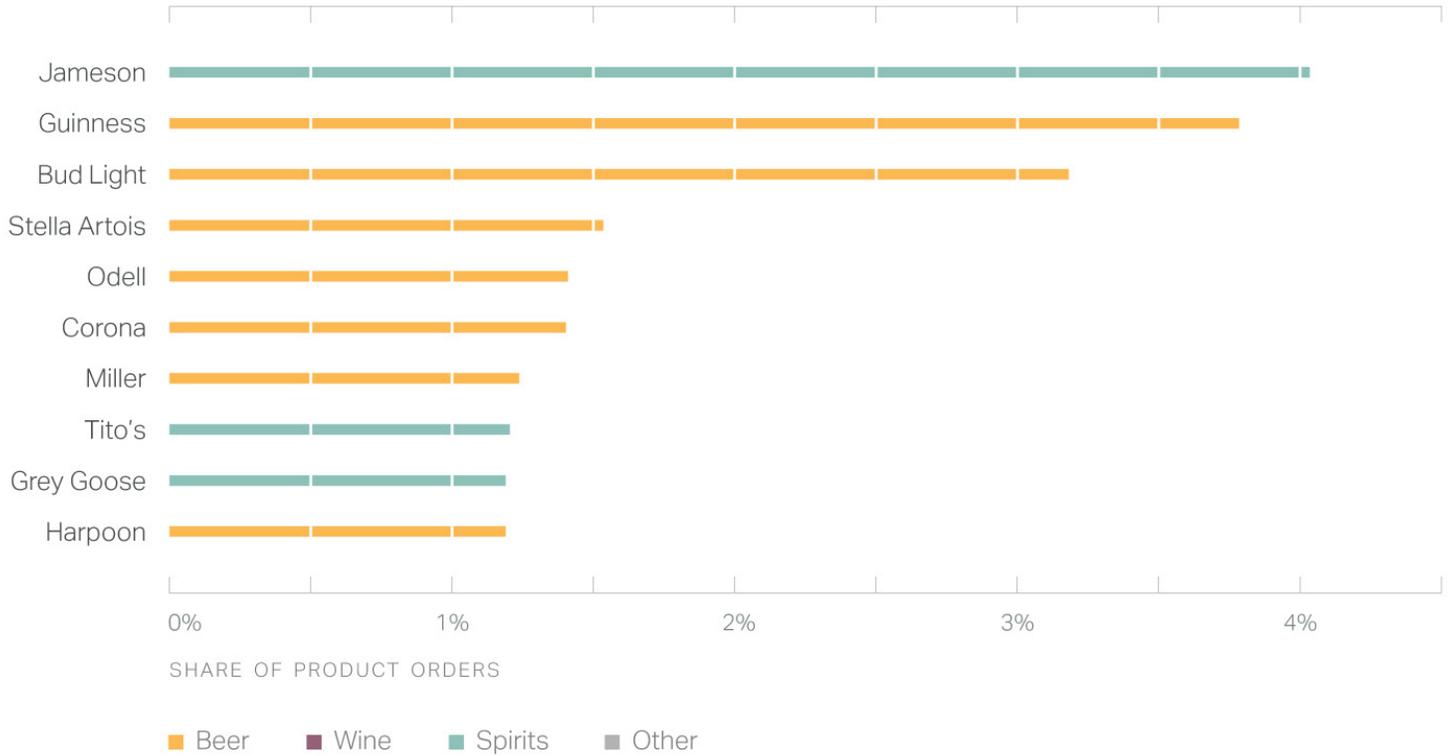
Rounding out the list are five major spirit brands: four vodkas and one whiskey.

## Mexican Establishments



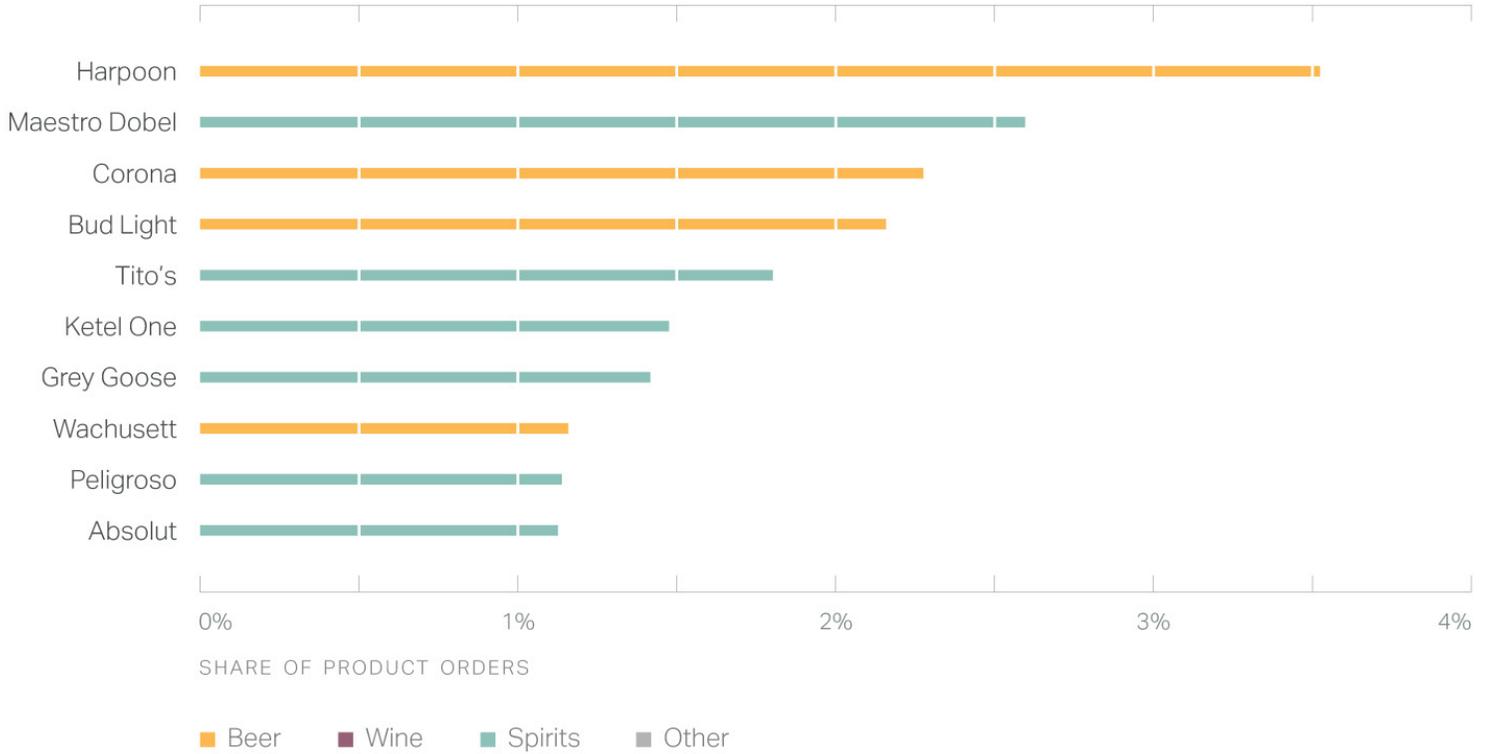
Was anyone expecting another product to come close to tequila in this segment? Seven of the 10 most popular beverage brands among Mexican bars and restaurants are tequilas. The three remaining items are Corona (surprisingly, the only Mexican beer represented at the top), Combier (triple sec, necessary for margaritas), and Tito's (the most popular spirit for our customers in general).

## Pubs



Most BevSpot pubs are marketed specifically as Irish pubs, implying that this is the culture most commonly associated with pub establishments in the U.S. As a result, two Celtic favorites—Jameson and Guinness—see much higher sales than almost all other products in this segment. Four other relatively cheap mass-market beers also dominate the top 10: Bud Light, Stella Artois, Corona and Miller. Craft beers are also represented, with Odell and Harpoon. The list is rounded out with two popular vodkas: Grey Goose and Tito's.

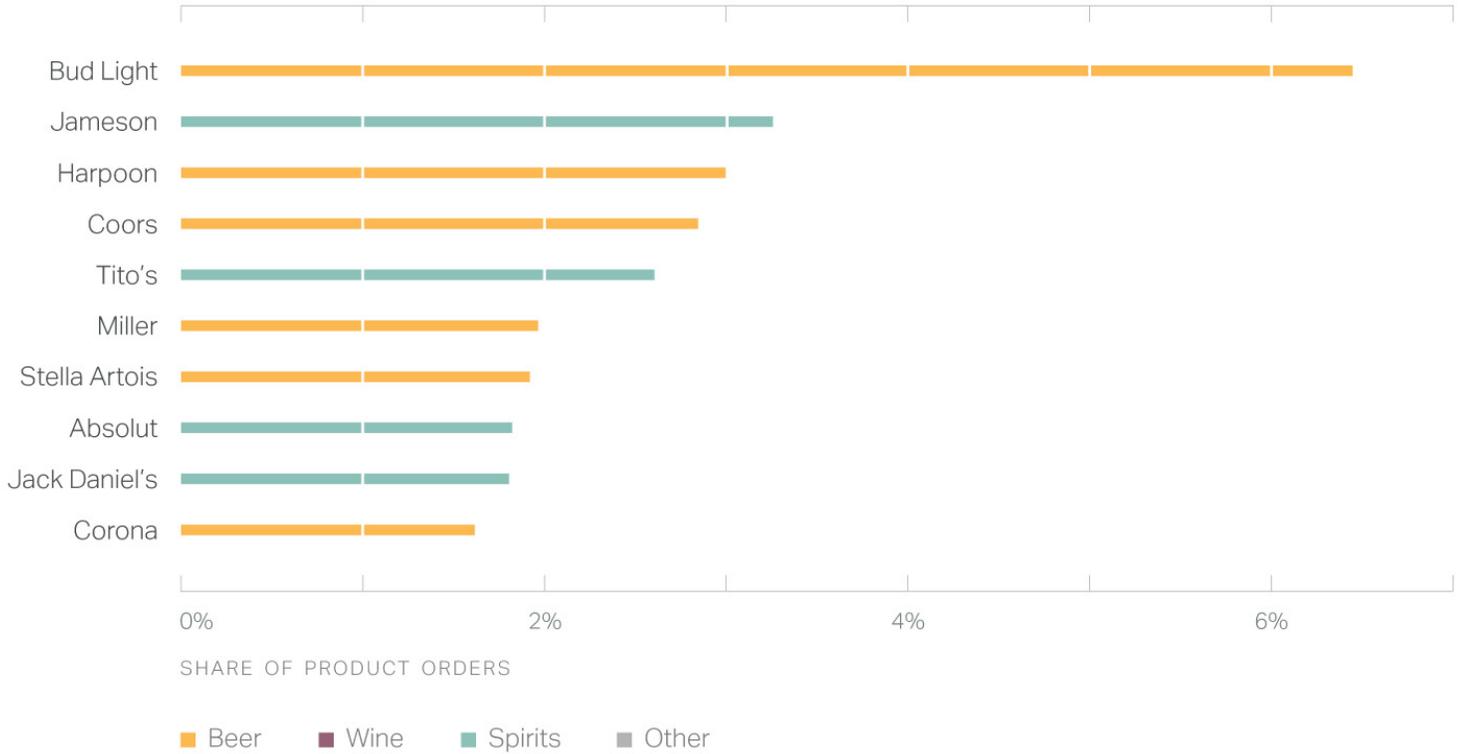
## Seafood Establishments



The “seafood” label actually represents a diverse selection of businesses—not just river and beachfront seafood specialists, but steakhouses, some French and Italian restaurants, and even sushi bars. Still, we see their top 10 beverage brands are composed of beers (the mass-market Bud Light and Corona, and the regional Harpoon and Wachusett), vodkas (Tito’s, Ketel One, Grey Goose, Absolut) and tequilas (Maestro Dobel, Peligroso).

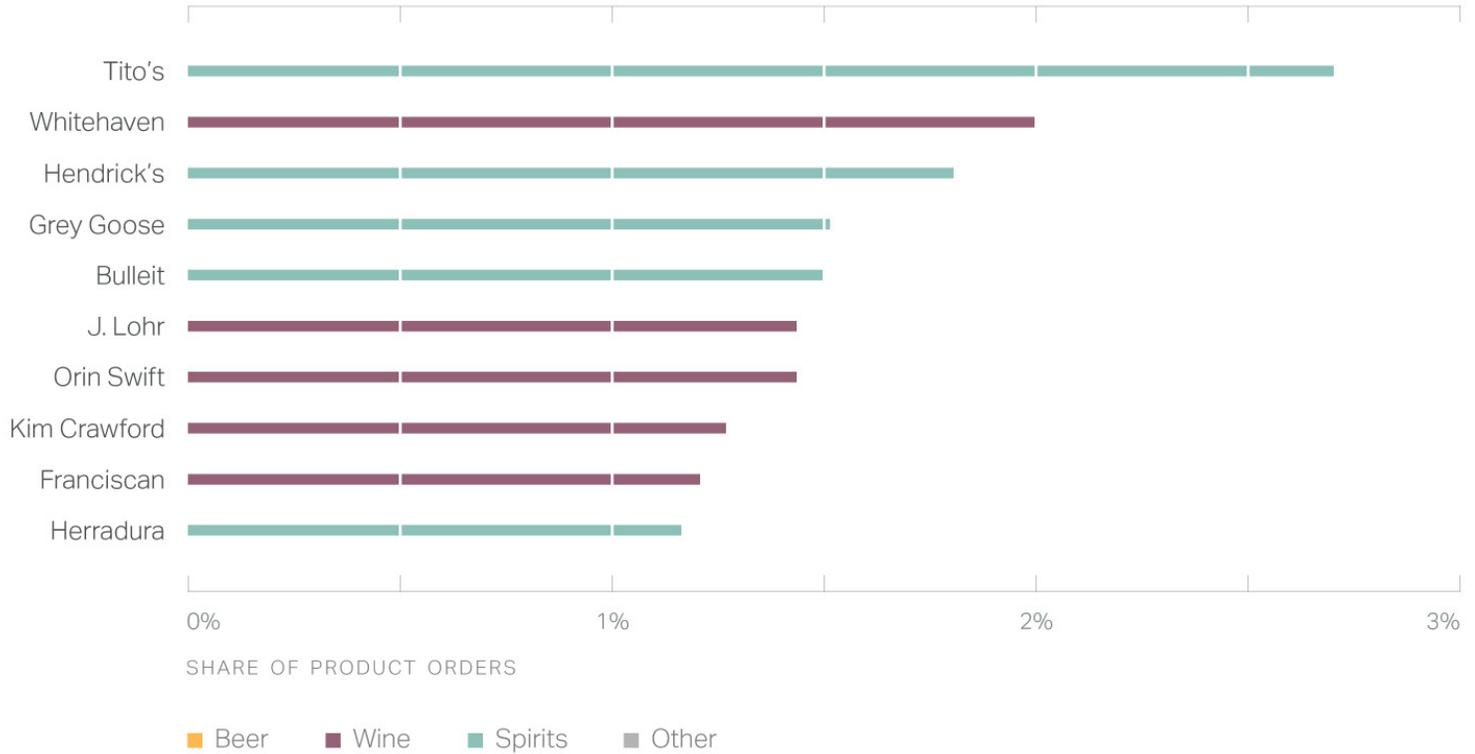
We know beer and **these spirit types see higher sales in the summer**, likely mirroring the seasonality of seafood.

## Sports Bars



Beer is clearly the drink of choice for most sports fans who go to a bar to watch a game. We see lower-priced beers coming out on top, with the dominance of Bud Light, Coors, Miller, Stella Artois and Corona. Only one craft beer is represented: Harpoon. The other four brands are popular mass-market spirits, all popular for both shots and cocktails—Jameson and Jack Daniel's whiskey, and Tito's and Absolut vodka.

## Wine Bars



Because the market for wine isn't as concentrated—that is, the top-selling brands don't dominate their categories as mass-market beer brands do—it's harder for any wine brand to make the top 10 across all categories. It makes sense, then, that wine bars are the only establishment type covered here that have more than one wine in the top 10 brands—Five wine brands, to be specific.

Still, many wine bars also sell a variety of cocktails, as we see in the kinds of liquors that make up the rest of the top 10 brands: Tito's and Grey Goose vodka, Hendrick's gin, Bulleit rye whiskey and Herradura tequila (which is seemingly favored by Boston-based establishments of this type).

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## Conclusion

These results, alongside [those for all BevSpot customers](#), reveal some insights into what bars and restaurants around the country are doing and what might work for your establishment.

How do your top-sellers compare to the categories above? Are you making the right purchasing decisions for your beverage program by leading with your bar's strongest products?

Our customers are as diverse as the rest of the beverage industry, and there's little we love more than helping them make sense of their bar data. Read more about these beverage industry trends—[like the average pour cost industry-wide](#)—by heading over to the [BevSpot blog](#).

Looking for more guidance in developing your beverage program? [Schedule a chat](#) with one of BevSpot's experts—we work with bars and restaurants every day, helping them make better decisions by understanding the data behind their bar.

