



MILLENNIALS' DRINKING HABITS

online users, 20-30 years old, living in cities with more than 200.000 residents

Common drinking places

56% of the millennials go out at least monthly. Cafes and bars / pubs are their favorite places to hang out.



56% Go out to bars, pubs, cafes or discos at least monthly

Drinking spirits is a social activity!

5 out of 10 millennials drink spirits. They drink it most often when attending social events, like weddings, going to bars or clubs.



49% Don't drink spirits

51% Drink spirits

Perceptions related to drinking

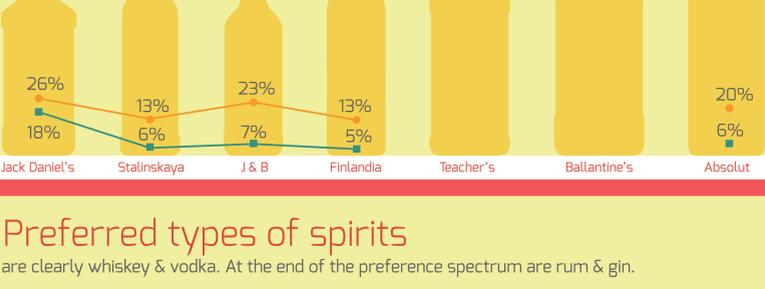
Drinking spirits is all about having fun and trying new things.

Millennials know what brands they want to drink, 75% already admit having a favorite set of brands.



Brand Awareness

Jack Daniel's is the whiskey brand with the best awareness (TOM, spontaneous and prompted), while, for vodka the podium is disputed between Stalinskaya and Absolut, the later having a slightly lower prompted awareness, but winning on TOM and spontaneous indicators.



Preferred types of spirits

are clearly whiskey & vodka. At the end of the preference spectrum are rum & gin.



Drinking Frequency

25% admit drinking whiskey or vodka at least monthly.

Legend: weekly, 1-3 times/month, 1-2 times/quarter, less than 1 time/quarter, DK



Where they drink spirits

For 62% of the millennials spirits serve as energizer during parties, being also the appropriate drink to celebrate spontaneous getting together or parties. Only 5% make use of them in professional contexts and ~20% drink them alone or with their family.



Preferred Brands

Jack Daniel's, J&B, Ballantine's, Johnnie Walker, Absolut, Finlandia and Bailey's. Vodka is a drink they prefer more during going outs.



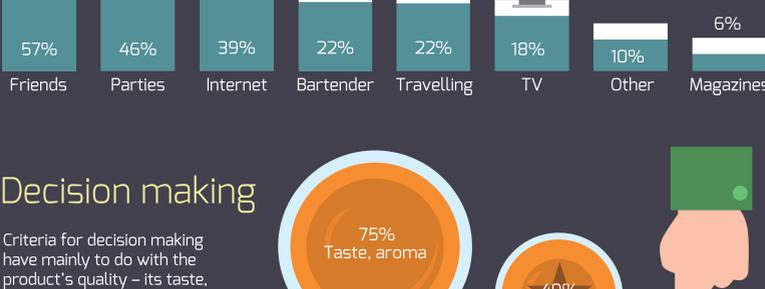
Budget for Spirits

7 out of 10 millennials spend less than 100 RON on going out. The same number of millennials allocate 200 RON or less for a home party.



Informal informing

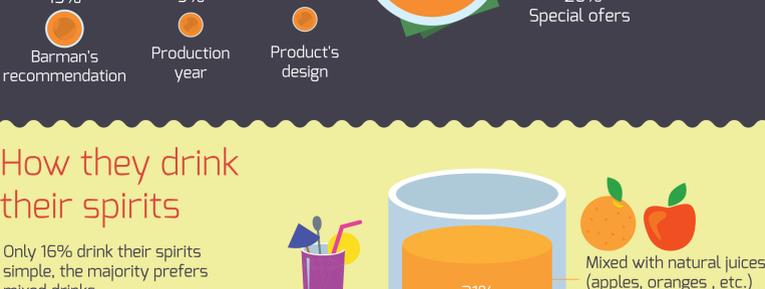
Friends and parties are the first information sources used by millennials. Bartenders come in fourth place and are as relevant as the trends they observe when travelling.



Decision making

Criteria for decision making have mainly to do with the product's quality - its taste, aroma. Second most important factor is price. They also appreciate a renown brand and their friends recommendations.

The bartender's influence seems to be reduced, similar to the production year or the product's design.



How they drink their spirits

Only 16% drink their spirits simple, the majority prefers mixed drinks.

Tomato juice and energizers are not so popular choices, less than 4% of the millennials mixed them with spirits.

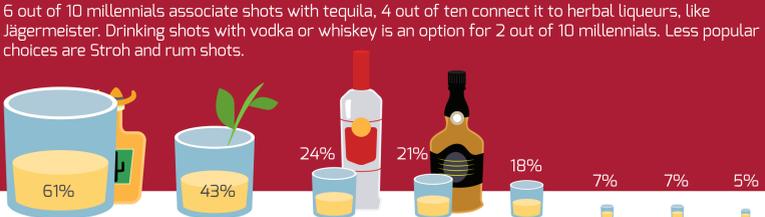


Drinking shots

9 out of 10 millennials drink shots, 3 out of 10 drink them at least monthly. Places, outside their home, like bars and clubs, are the best for drinking shots.



Shots are the best way to celebrate being together, a moment of total closeness. They are also the best way to change registers, get out of the ordinary. 11% of the millennials see it as warm up for the evening.



6 out of 10 millennials associate shots with vodka or whiskey, 4 out of ten connect it to herbal liqueurs, like Jägermeister. Drinking shots with vodka or whiskey is an option for 2 out of 10 millennials. Less popular choices are Stroh and rum shots.

