

LIQUOR IN FOODSERVICE

– YEARLY TRACKING DATA

Liquor in Foodservice delivers yearly tracking data on Australians' consumption of liquor when dining out in order to understand changing preferences and behaviours.

Over the past two decades Australians have made **eating out a way of life**. The Australian foodservice market is a well developed and sophisticated market offering a unique combination of different cuisines and eating out options.

The diversity of different types of outlets and cuisines offers liquor suppliers a range of opportunities and various niche segments.

Liquor in Foodservice keeps the finger on the pulse of Australians changing preferences for **wine, beer, cider and spirits** when dining out in this dynamic market.

LIQUOR IN FOODSERVICE DELIVERABLES

OVERVIEW

- ▶ Australians' propensity to eat out – percentage of population that dine out and frequency of eating out
- ▶ Type of foodservice venue/outlet chosen
- ▶ Tracks the changes in dining out
- ▶ Percentage of population who consume alcohol whilst dining out
- ▶ Types of liquor preferred
- ▶ Percentage of liquor purchased as BYO
- ▶ Demographic profile of the BYO drinker
- ▶ Average spend on alcohol whilst dining out now compared with the previous year
- ▶ Wine and beer dining out market size – split by types of red and white wine plus beer
- ▶ Country of origin and Australian regions by white wine types consumed
- ▶ Eating out trends associated with red wine drinkers
- ▶ **Types of red wines included within the report:**
 - Cabernet Merlot
 - Cabernet Sauvignon
 - Merlot
 - Pinot Noir
 - Red Blends
 - Rosé
 - Shiraz
 - Sweet Red
 - Other Red Wines

RED WINE

- ▶ Demographic profile of the red wine drinker
- ▶ Type and frequency of red wine consumed whilst dining out

WHITE WINE

- ▶ Demographic profile of the white wine drinker
- ▶ Type and frequency of white wine consumed whilst dining out
- ▶ Country of origin and Australian regions by red wine types consumed
- ▶ Eating out trends associated with white wine drinkers

LIQUOR IN FOODSERVICE DELIVERABLES

WHITE WINE (CONT.)

- ▶ Types of white wines included within the report:
 - Chardonnay
 - Pinot Gris & Grigio
 - Riesling
 - Sauvignon Blanc
 - Semillon
 - Sweet Wines
 - White Blends
 - Dessert White
 - Other White Wines



BEER

- ▶ Demographic profile of the beer drinker
- ▶ Type and frequency of beer consumed whilst dining out
- ▶ Strength of different types of beer consumed
- ▶ Country of origin for types of beer consumed
- ▶ Eating out trends associated with beer drinkers
- ▶ Types of beer included within the report:
 - Ale
 - Lager
 - Pale Ale
 - Pilsner/Pilsener
 - Stout
 - Wheat Beer
 - Ginger Beer
 - Other Beer

ANALYSED ACROSS KEY DEMOGRAPHIC FACTORS

- ▶ Gender
- ▶ Aged Groups from 18+
- ▶ State
- ▶ Income Level
- ▶ Household Composition
- ▶ Employment Status

Liquor in Foodservice covers dining out in up market versus mid to low-end restaurants, cafés, hotels, pubs, clubs and wine bars/bars. The data is collected through an online consumer survey with a nationally representative sample of 1,500 respondents.

COST: One year subscription: \$1,750 plus GST



FI Foresight has for the last 25 years provided research and analysis into the food and beverages industry, and in particular the foodservice market, drawing on our two core competencies:

- ▶ Market research & market intelligence
- ▶ Forecasting

FI Foresight runs continuous information services in Australia as well as in-depth country reports in another 17 markets in Asia and The Middle East.

For further details about our business and studies please visit our website: www.bis.com.au (click on Foodservice).

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