

MEDIA RELEASE

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2022 beverage trends: summer options, supporting local and bold flavours to ‘sip and savour’

Our summer continues to embrace the prettiness of pink and vibrant seasonal flavours as Kiwis imbibe their rosé, gin, beer and cider, says the NZ Alcohol Beverages Council (NZABC).

“This summer has been dominated not only by traditional favourites but by hints of rose, summer berry, watermelon and pomegranate as well as bold bursts of pink grapefruit, rhubarb and plum,” says NZABC executive director Bridget MacDonald.

“Light and refreshing seltzers have become favourites over the past couple of years, though the new trend of iced tea with a twist is fast becoming popular. Overseas, they’re embracing the likes of black tea with rum spiced with anise and orange, earl grey with botanical gin, and green tea with vodka and ginseng,” says Bridget.

“These are trends that we’re likely to follow here,” she says.

“The ever-increasing range of no- and low-alcohol wine, beer and cocktails will also continue to give consumers plenty of options to have their tastebuds tickled over the remaining summer months. The change in Kiwi’s attitudes toward balance and moderation has seen no- and low-alcohol drinks become increasingly popular and socially acceptable.ⁱ New research shows nearly half (47%) of Kiwis had low-alcohol drinks in the past year.ⁱⁱ Consumer demand for ‘better-for-me’ drinks is really driving innovation in the beverages sector. We have never had so many choices of low-carb, low-sugar, and reduced alcohol drinks. Our world-class zero no- and low-alcohol beers and lighter wines keep summer occasions safe and social,” says Bridget.

“While many of us are proudly Kiwi when it comes to choosing a summer beverage, our tastebuds also keenly follow global trends. We’ll see subtle summer fruits and softer botanicals of elderflower and hibiscus shift to bolder flavour profiles of turmeric, rosemary, anise and ginger as we head out of summer. Distinct citrus flavours such as yuzu and blood orange will continue to be popular in 2022. Still, we can expect things to get a little hot and spicy in the New Year with hints of mustard and chilli as we move to cooler temperatures,” says Bridget.

“How New Zealanders drink is changing with a move toward premium wine, craft beer and spirits. Interestingly, when people imbibe a premium drink, they are doing so in a more moderate and mindful way by taking a ‘sip and savour’ approach to enjoy the flavour experience of the drink.ⁱⁱⁱ Kiwis have really taken that to the next level by embracing our unique indigenous flavours like kawakawa, horopito and manuka and locally-grown hops, grapes and grains. As a bonus, support for local wineries, breweries and distilleries is keeping people in jobs,” Bridget says.

Bridget says spirits are fast becoming an indulgent experience where the characteristics of a drink are savoured slowly. For example, the bitter citrusy negroni is a popular apéritif before dinner or sipping a spiced rum, scotch whiskey, or cognac makes the perfect digestif after dinner. Gin and vodka will continue to be popular in the year ahead, but the global popularity of other spirits such as tequila and mezcal will also influence our cocktail lists.

“We’ve seen a shift to a more moderate and responsible drinking culture. New Zealand’s alcohol



consumption has been trending downward for some time – around 25% less today than in the 1980s, and global consumption declined 6% in the past year – and we are drinking less hazardously, and fewer younger people are drinking. Whether we choose to drink no- or low-alcohol, or sip and savour a full-strength drink, it's important we do so as part of a balanced lifestyle," Bridget says.^{iv v vi}

Tips for safe and social summer

- A good rule of thumb is 'Go no, low or slow'. It's always okay to choose no- or low-alcohol drinks. If you choose to drink, pace yourself and enjoy your drink slowly.
- Know what a standard drink looks like, and keep an eye on how many you are drinking.
- Eat when you are drinking.
- Drink water in between drinks to stay hydrated.
- Have a plan to get home safely. Leave the car at home.
- Support others to stay safe and social. Look out for your friends or family.
- If you are out and about, be sure to use the NZ COVID tracer app.

Need more information?

- Check out cheers.org.nz and alcoholandme.org.nz for more information on what a standard drink is and how to make better drinking decisions.
- A good rule of thumb is 'Go no, low or slow'. It's okay to choose no or low alcohol drinks. If you choose to drink, pace yourself and enjoy your drink slowly.
- Ministry of Health/HPA Guidelines: [Low-risk alcohol drinking advice](#) to reduce your long-term health risks by drinking no more than:
 - **Two** standard drinks **a day for women** and no more than **10** standard drinks **a week**,
 - **Three** standard drinks **a day for men** and no more than **15** standard drinks **a week**,
 - **AND** have at least **two alcohol-free days** every week.

Need help?

Call the Alcohol Drug Helpline on 0800 787 797, free txt 8681, or visit alcoholdrughelp.org.nz.

CONTACT

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About NZABC

Formed in early 2018, the [NZ Alcohol Beverages Council](#) (NZABC) is a pan-industry group that speaks for those Kiwis who want to see a fair and balanced approach to alcohol attitudes, laws and regulation in New Zealand. At NZABC, we believe partnerships between local and central government, communities, and the alcohol sector, along with great education, are the best ways to reduce harm and maximise enjoyment from alcohol for everyone.

NZABC is an associate member of the International Alliance for Responsible Drinking (**IARD**), a not-for-profit organisation dedicated to reducing harmful drinking and promoting understanding of responsible drinking. www.iard.org

ⁱ Consumer research by 3Gem on behalf of Lion NZ, August 2021, sample size 1,000 New Zealanders aged 18-65 years. Nearly two-thirds (65%) of Kiwis feel comfortable not drinking on a night out, even when others are. And, 91% of males say that they wouldn't care if their mate didn't drink alcohol on a night out. Over half of Kiwis say that their approach to drinking has become more flexible over the past three years. 80% of Kiwis say that they would like to alternate more between drinking alcoholic and non-alcoholic drinks when meeting friends. 84% of younger respondents aged 18-25 will often alternate between alcoholic and alcohol-free beverages on a big night out, compared with 76% of older respondents aged 45-60.

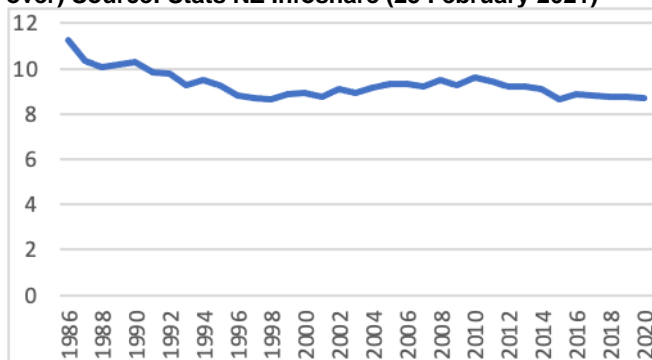
ii NZ Alcohol Beverages Council, *New Zealander's attitudes to alcohol*, December 2021, poll of 1,250 New Zealanders. They were asked: Do you drink low-alcohol beverages, and if so have you consumed more or less in the past year compared to 12 months ago? 47% (+7%) of respondents say they drink low-alcohol beverages. 23% say they are drinking the same amount of low-alcohol drinks, 10% more and 14% less than a year ago.

iii NZ Alcohol Beverages Council, *New Zealander's attitudes to alcohol research*, December 2021, poll of 1,250 New Zealanders: Over half (56%) saying they had a premium drink in the past year. Premiumisation is about choosing a quality drink that may cost a little more, such as a craft beer, a fine wine, cocktail or a premium spirit or liqueur, and then taking a 'sip and savour' approach to enjoy the flavours and the experience of the drink in a slow and relaxed way. A discerning palate was the main reason for choosing a more expensive or premium drink, with 42% saying it was for taste and 33% saying it was for a special occasion. While around a third (36%) said they consumed a premium drink at the same speed as a regular drink, 30% said they drank a premium drink slower, 31% were unsure – only 2% said they drank it faster.

iv Euromonitor International Proprietary Alcoholic Drinks data, You Gov Plc, The International Alliance for Responsible Drinking (IARD), of which NZABC is a member, found new data from over 100 countries shows consumers worldwide bought 15.8 billion fewer litres of alcohol beverages in the past year. Lockdowns, closure of hospitality venues, and restrictions on socialising with friends and family contributed to alcohol sales volumes declining by more than 6%. New Zealand government data shows a similar decline, with alcohol available for consumption at 8.719 litres of alcohol available per head of population in December 2020 compared to 8.752 litres in December 2019.

v **Decreasing alcohol consumption:** StatsNZ Infoshare, Alcohol available for consumption to December 2020 (published 25 February 2021), <http://archive.stats.govt.nz/infoshare/>. Alcohol available for consumption has been trending downward for a number of years. Data shows alcohol available for consumption was 8.719 litres per head of population (15 years and older) in December 2020 and a 22.7% decrease since 1986 when the data was first collected where there were 11.282 litres per head of population (15 years and older) in December 2020 (see graph 1 below). The per head of population (15 years and older) is the measure used by the OECD.

Graph 1. Litres of Alcohol Per Head of Population in New Zealand (Annual-December 1986-2020, 15 years and over) Source: Stats NZ Infoshare (25 February 2021)



NZ consumption below OECD average: OECD Alcohol Consumption, <https://data.oecd.org/healthrisk/alcohol-consumption.htm>. Alcohol consumption is defined as annual sales of pure alcohol in litres per person aged 15 years and older. The OECD average consumption is 8.9 litres/capita (aged 15 and over). New Zealand is at 8.8 litres/capita. See graph 2 below. Source: OECD Health Statistics, 2019. New Zealand figures as at 2018.



vi Ministry of Health, *New Zealand Health Survey 2020/21*, December 2021, <https://www.health.govt.nz/publication/annual-update-key-results-2020-21-new-zealand-health-survey>

Four in five adults (78.5%) drank alcohol in the past year compared to 81.6% in the previous year (-3.1%). The number of people who had a drink in the past year is declining, notably, adults aged 25-34 years (-4.8%), 45-54 years (-4.3%) and 65-74 years (-4.7%), and in the Māori population (-2.7%). Hazardous drinking across the total population has declined slightly (-1.4%). It has decreased the most in the older generations: adults aged 35-44 years (-2.1%), 45-54 years (-4.2%), 65-74 years (-1.6%), and 75+ years (-1.7%). Hazardous drinking in the Māori population has also declined (-3.2%).