# The rise of low and no-alcohol cocktails: a shift in drinking culture



In recent months, the trend of low and no-alcohol cocktails has gained significant traction, reflecting a wider cultural shift toward mindful drinking. This phenomenon extends beyond January, suggesting that the conversation surrounding these crafted beverages will not only continue but expand in the coming months. Colin Asare-Appiah, an influential figure in the mixology scene and currently the Trade Community Trade Director at Bacardi, shed light on this growing trend and its implications for the industry.

Asare-Appiah's journey in the drinks industry began after a serendipitous trip to Greece, where a bartending experience ignited his passion for mixology. Upon returning to London during the cocktail renaissance, he co-founded the London Academy of Bartending and took on roles that influenced various drinking establishments, including collaboration with Jamie Oliver at Fifteen. As the author of "Black Mixcellence," Asare-Appiah also champions diversity within the profession.

The rise of no and low-ABV cocktails is particularly notable among Gen Z, with nearly a quarter of U.S. drinkers from this demographic opting for mindful drinking. Asare-Appiah remarked that these beverages challenge mixologists to innovate, as bartenders now consider the entirety of the drink’s composition, focusing on flavour, complexity, and inclusivity rather than mere alcoholic content. "It’s no longer just about what’s in the glass—it’s about crafting something complex, flavorful, and inclusive," he explained.

The Spritz has emerged as a frontrunner in this category, climbing from obscurity to sit just behind the Margarita and Mojito in global rankings. Asare-Appiah highlighted the ST-GERMAIN® Hugo Spritz as his preferred choice, showcasing how easily these lighter cocktails can be tailored to individual tastes. He noted that at mindful drinking events, offering both alcoholic and non-alcoholic options made with premium ingredients ensures that all guests enjoy an elevated experience. "Focus on creating flavorful ‘Spirit free cocktails’ that feel just as indulgent as their alcoholic counterparts," he advised, as he emphasised the importance of inclusion in beverage offerings.

Bacardi has responded to this trend by launching a variety of lower-ABV options, including the elderflower liqueur ST-GERMAIN® and the modern MARTINI & ROSSI® Fiero vermouth. These products are designed to cater to the desires of consumers seeking high-quality cocktails without the intensity of traditional spirits. The introduction of ready-to-drink (RTD) options, such as BACARDI’s® Real Rum Cocktails, reflects Bacardi’s commitment to providing a full-flavour experience amidst the low-ABV wave.

Asare-Appiah also offered guidance for aspiring mixologists, encouraging them to immerse themselves in the world of bartending through learning, tasting, and networking. He explained, "Great bartenders don’t just make drinks—they create experiences." He urged those entering the field to appreciate the nuances of the craft and to foster an environment that welcomes experimentation and creativity.

As the low and no-ABV cocktail movement continues to redefine drinking culture, industry professionals are encouraged to embrace these changes. The shift toward mindful consumption signifies an exciting era for mixology, one where diverse and sophisticated beverage choices are more accessible than ever, reshaping the customer experience in bars and at home alike.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://bartenderspiritsawards.com/en/blog/insights-1/the-future-of-cocktails-top-mixology-trends-shaping-2025-907.htm> - This article supports the trend of low and no-alcohol cocktails as a defining mixology trend for 2025, highlighting consumer preferences for health-conscious and inclusive drinking options.
* <https://joseandres.substack.com/p/what-does-drinking-look-like-in-2025> - This piece discusses the growing interest in non-alcoholic drinks, including cocktails, as a lifestyle choice rather than a trend, aligning with the shift toward mindful drinking.
* <https://www.naturalfoodretailers.com/blogs/madeleine-ware/2025/01/03/cheers-to-dry-january-trends-in-non-alcoholic-beve> - This article highlights the popularity of non-alcoholic beverages, including plant-based innovations and alcohol-free spirits, which are central to social gatherings and align with the low-ABV trend.
* <https://www.bacardi.com/en-us/our-brands> - Bacardi's official website showcases their range of products, including lower-ABV options like ST-GERMAIN and MARTINI & ROSSI Fiero, which cater to consumers seeking lighter cocktails.
* <https://www.stgermain.fr/en/cocktails/hugo-spritz> - This URL provides information on the ST-GERMAIN Hugo Spritz, a popular low-ABV cocktail option that can be tailored to individual tastes, supporting Asare-Appiah's preference for this drink.