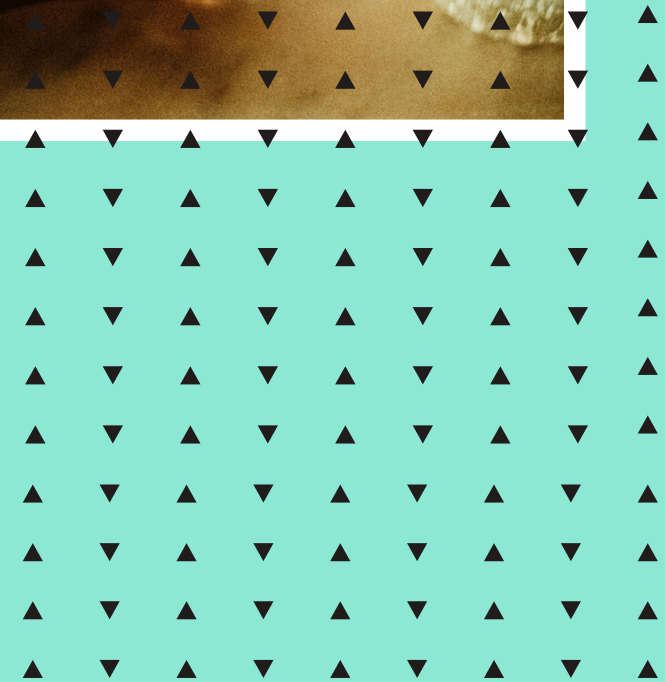




How to _____

CAPITALISE ON 2025 FOOD & DRINK TRENDS





Understanding the **FORCES OF CHANGE IN FOOD AND DRINK**

The food and drink industry is a playground of constant innovation, where brands that embrace change can truly thrive.

From tapping into emerging trends to crafting unforgettable experiences, those who keep their finger on the pulse of what's driving consumer behaviour have the power to stay ahead, win hearts, and stand out in a crowded market.

Whether it's a bold new flavour, sustainable packaging, or a quirky marketing campaign, staying relevant means thinking fast, acting smarter, and always keeping the element of surprise on the menu.

Now, let's tuck into how brands can not only stay in the game - but get ahead of it.

The Curated Consumer

No longer just consumers of products, we are now becoming collectors of experiences. Whether it's gamified socialising or instagrammable plates - these experiences are set to become premiumised in 2025.

This rise & rise of NoLo

No & low alcohol drinks are set to be massive in 2025 as consumers increasingly turn to a more mindful approach to life. For those still indulging in a tippie, the Spritz will continue its trajectory as people look to lighter choices.

Medicinal Meals

The food as medicine movement, which grew in 2024, will go mainstream in 2025 - redefining our relationship with food, as people eat not only to stave off hunger but to maintain wellbeing. This will see a broadening of the selection of ingredients, placing greater pressure on supply chains.

The Age of Expert

Every element of food and drink is having an expert overhaul, with chefs, bartenders and waiters on hand to explain the craft and creativity of each dish and serve. This is leading to a deeper connection between guest and venue.

Soundtracking Serves

On-premise venues are embracing mood-conscious strategies by pairing drinks with tailored soundtracks. Sound designers, Gray V, work with music professionals to craft bespoke playlists for restaurants and bars, leveraging the power of music to influence diners' perceptions.

Checklist for success

ALIGNING MARKETING WITH KEY TRENDS



Storytelling that Resonates

Create authentic, value-driven stories that emotionally connect your brand to your audience. Unpick what makes your target audience tick and devise creative angles around that sentiment.



Multichannel Engagement

Deliver consistent, tailored messaging across multiple platforms to meet your audience wherever they are. This not only helps with message penetration - it builds authenticity for a brand.



Communities with Shared Values

Foster genuine connections by aligning your brand with communities that share your values and passions. Don't just observe trends, obsess over them - as much as your audience does.



Makes memories with Experiential

Engage consumers by creating unforgettable, real life experiences that bring your brand to life. So much of our lives are experienced through a screen nowadays, but food and drink is all about the lived experience.



Showcase Innovation

Consumers are constantly looking for the new and unique. Highlight your brand's forward-thinking approach by embracing the latest food and drink innovations within your NPD.



Collaborate to create Buzz

Ask most Gen Z where they get their restaurant recommends - they'll tell you TikTok. Partner with influencers and creators to amplify your message and spark excitement around your brand.

Ready to bring Power to your PR?

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Contact us today and see how we can help
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Sources: Bacardi Cocktail Trends Report 2025
and Mintel Food and Drink Trends 2025



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