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THIRD OF MILLENNIALS CHOOSE SOFT DRINK WHEN EATING OUT - SURVEY FINDS



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British diners are tending to veer away from traditional food and drink pairing recommendations, according to the latest research by guest experience management specialists HospitalityGEM.

Diners were most likely to pair fish and chips with a soft drink, pork belly with red wine and a chicken Caesar salad with white wine, the study revealed.

Steven Pike, managing director of HospitalityGEM, said: "The results highlight the importance of front of house team's interaction with guests. Training can indicate what drinks the operator would recommend with a meal, but interaction can indicate where staff can add something

additional to what the guest is already looking for. This also provides the front of house staff with an opportunity to upsell.

"It also draws our attention to the importance of a quality and varied soft drink offering. With alcohol losing popularity amongst millennials and Gen Z, an attractive soft drink offering paired with the passion of team members, could mean the difference between a good and great guest experience."

Age was the most influential factor on whether diners chose soft drinks, with 29% of 18-25 year olds picking this option at some point in the survey. This figure decreased with age to only 16%. However, the popularity of soft drinks becomes popular again with those aged 66 and over, with nearly 45% choosing this most often.

Somewhat more traditionally, men were found to be significantly more likely to pair ales with food and women more likely to select white wine. 12% of men selected ale at some point in the survey, compared to just 3% of women. Women selected white wine 27% of the time, in comparison to 20% of men.