

A Spirited Decision: Tequila and low-to-no ABV cocktails are anticipated to increase in popularity in 2022, giving everyone something to celebrate.



THE NON-ALCOHOLIC
CATEGORY GREW
22%
YEAR-OVER-YEAR
(MAY-JULY, 2019-2020)

Tequila volumes
have grown **209%**
with an average rate
of 6.5% per year, and
in 2020 alone,
22.2 million 9-liter
cases were sold.¹



Hilton around
the world is
expanding their
adoption of **zero-
proof** menus

Hilton credits the
tequila trend to a
growing number
of international
celebrities signing
and endorsing
tequila brands.



¹ www.distilledspirits.org/tequila/