

## Bartenders Disclose Best Strategies for New Drink Promotions

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According to bartenders, if you want to persuade patrons to try new drinks, your best strategy is to offer special price promotions. Over 70 percent of bartenders in a recent Technomic survey agree that this is an effective approach for launching new offerings, particularly in neighborhood bars, at nightclubs that offer entertainment, and in casual-dining restaurants.

Only half of the bartenders surveyed agreed that in-store signage was an effective way to drive sales of new drinks. 'While signage is still an important component, cash-strapped consumers are finding that now, more than ever, it takes a special deal to convince them to try new drinks,' says David Henkes, Technomic vice president and on-premise practice leader.

Henkes added that price promotions are often a co-operative effort between restaurant managers and product distributors. 'If distributors pair price promotions with other establishments in the area, regional growth or, at the very least, awareness may significantly increase,' says Henkes.

The survey results are included in the current BarTrender Quarterly, an ongoing program that provides trend-tracking data, drink ratings, recipes for success and other industry insights. BarTrender is part of a larger Technomic initiative providing voice-of-the-employee perspectives to the food and beverage industry.

For more information on the BarTrender Quarterly report and other programs for suppliers in the on-premise beverage alcohol segment, please visit [www.onpremiseinsights.com](http://www.onpremiseinsights.com).

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