

Bartender Report

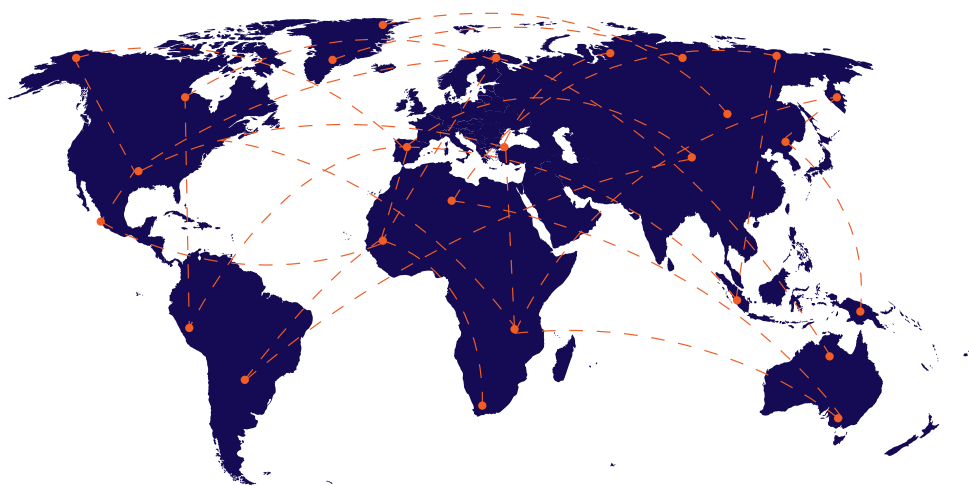
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Uncovering bartender opportunities for beverage success in the Korea On Premise

BarSights is a comprehensive and industry-leading global study that delves into the insights, preferences and trends within the global bartender community.

This report presents an invaluable opportunity for beverage suppliers to connect with and drive advocacy among bartenders in the Korean On Premise. By leveraging the findings of this report, gain a competitive edge, enhance your product positioning, and foster stronger relationships with the bartender community.



The
largest study
into hospitality
professionals

The Report in Focus:



Bartender Role Experience

Understanding bartenders' satisfaction levels and analysis of venue types worked in, length of experience and their career aspirations



Bartender Advocacy

Spotlighting advocacy; how frequently they give recommendations and their preferences, factors influencing their choice to recommend and effectiveness of advocacy



Industry knowledge

Gaining deeper insights of bartender knowledge, including brand and product knowledge, supplier familiarity, expertise and operational knowledge, plus where they want to learn more



Supplier relations & training

Identifying bartender supplier sentiment, what they want from suppliers, drivers behind relations and how they would like to be incentivized



Drinks trends

Exploring the most popular drinks in their venue, industry trends for South Korea, consumer taste preferences and emerging trends in drinks



Growth of Social media in bartending

Analyzing the use of social media and the impact social media has on their profession, including the influence it has on purchasing decisions



Ordering & Menu development

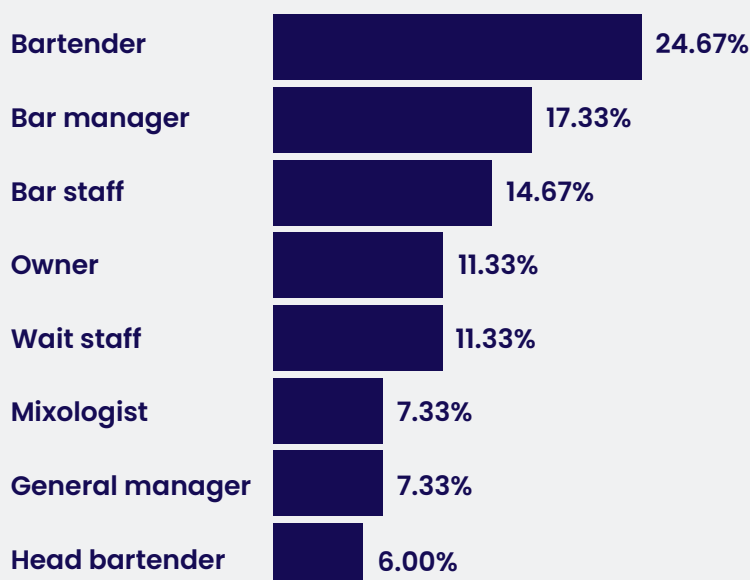
Understanding the usage and application of menus in an ever-digitalizing world, and exploring the entire process of product identification, ordering and incorporation, to see where suppliers can best influence



Bar Community

Understanding how important bartender communities are and their active involvement

Korea Sample: Job roles



Uncovering global bartender opportunities for beverage success in the Korea On Premise

Global Bartender Report
Powered by BarSights

CGA by NIQ



Unlock invaluable bartender opportunities for your brand

CGA's expertise in the On Premise sector is crucial for unlocking insights that truly make a difference. Generic insights are not valuable in this unique sector, and CGA's specialization ensures the relevance and impact of the insights provided to help your brands grow.

For more information, please contact:

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