

Case Study: New Trends in the Cocktail Industry: Shaping the Future of Mixology

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Abstract: *This case study explores the emerging trends in the cocktail industry and their impact on the world of mixology. It examines the evolution of consumer preferences, innovative cocktail techniques and ingredients, the rise of craft cocktails and speakeasy bars, and the influence of sustainability and wellness in cocktail culture. The study also highlights the challenges and opportunities presented by these new trends and their implications for the future of the cocktail industry.*

Keywords: Cocktail industry, mixology, trends, consumer preferences, craft cocktails, speakeasy bars, sustainability, wellness