

WHAT'S IN FOR 2025?

Culinary Trends Report

Coury Hospitality unveils its 2025 Culinary Trends Report offering a deep dive into the tastes, appetites, and shifting dining preferences of American travelers over the year ahead. Drawing insights from a survey of 1,079 travelers aged 18 and over in tandem with proprietary data from Coury Hospitality's restaurants and bars, the report reveals what's 'In' and what's 'Out' in 2025 through the key trends that are shaping the food & beverage industry from preferences in cocktails to dinner as a first date, and everything in between.



COURY
HOSPITALITY

2025 CULINARY TRENDS

The Great Cocktail Shake Up

Cocktail orders can say a lot about a person, and in 2025 Americans have a taste for the classics. Across Coury's properties, cocktail orders increased 13% in 2024 from the following year.

WHAT'S IN FOR 2025?



MARGARITAS

81%

81% of participants reporting they are taking this drink into the new year.

ESPRESSO MARTINIS

58%

Espresso Martini Orders increased 32% in 2024 vs 2023.



SAVORY COCKTAILS

76%

Old Fashioned cocktails are IN - orders have increased 29% in 2024 vs 2023.



MOCKTAILS

76%

37% increase in non-alcoholic beverage orders at Coury's properties in 2024.



THE TOSS UP:

COSMOPOLITANS

50/50

50% saying they're in, 50% are saying goodbye in 2025.



2025 CULINARY TRENDS

Year-Round Dining

WHAT'S IN FOR 2025?



SEASONAL MENUS
95%

COMFORT FOODS
82%

WEEKLY HAPPY HOURS
91%

**WEEKNIGHT DINNER
RESERVATIONS**
74%



SUNDAY BRUNCH

Mimosas are the reigning brunch cocktail champion, with 34% more orders than Bloody Mary's in 2024.

Sweet & Savory - French Toast and Burgers are tied for the most popular brunch order.

Mother's Day is the most popular dining holiday by over 50%.



2025 CULINARY TRENDS

Home Away From Home

WHAT'S IN FOR 2025?

HOTEL LOBBY BAR

91%



Hotel lobby bars are no longer just transitional spaces. Now, 91% of survey respondents say they're "in" for 2025, as hotels create food and drink spots that attract both travelers and locals.



2025 CULINARY TRENDS

Breaking Bread

WHAT'S IN FOR 2025?



LIVING IN THE MOMENT

70% of people feel that phones at the table will be out and 48% believe taking photos of one's meal or drink will be out.

72%

SWIPING RIGHT

Meeting for dinner as a first date.

78%

COCKTAIL CHATS

78% of people are having a conversation with their server/bartender, 83% are sitting at the restaurant's bar.



FOR THE TABLE

Dips significantly outsell every other appetizer (formaggio dip, ricotta dip, spinach dip, etc.).

Dessert orders have increased by 12% in 2024 vs. 2023, and Creme Brulee is the most popular dessert.



2025 CULINARY TRENDS

More Than a Meal

Guests want more than just a meal when they visit a restaurant or more – they want an engaging experience that leaves them with unforgettable memories in unique places.

**LIVE MUSIC
WHILE DINING**
76%



HIDDEN SPEAKEASIES
74%



POP-UP ACTIVATIONS
65%

Whether it's a limited-time activation or a special event that's a permanent installment, these experiences that take a meal over the top are 'In' this year.

