

DRY-ISH JANUARY

WHY WE DON'T GO DRY

We surveyed 1,000+ U.S. adults (25+) on their current attitudes and habits around alcohol consumption.

THE MODERATION MOVEMENT

Moderation is a new consumer drinking trend on the horizon and it has staying power. Between high-proof, holiday over-indulgence and mocktails in Dry January, today's alcohol consumers want to meet in the middle.

9 in 10 

(86%) would be more likely to participate in *Dry January* if the focus was more about **drinking in moderation** and not completely abstaining from alcohol.

97% 

say they **moderate their consumption** of alcoholic beverages if they **need to function their best the next day**.

90% say they're **drinking less liquor** or spirits now than at other points in their lives because...



55%
health



42%
work productivity



38%
parenting



29%
makes me feel tired

THE PROBLEM

When drinking alcohol, **73% agree** they like the way they feel in the moment but not the next day.

HAPPINESS IN A GLASS

- 61%** Drinking relieves stress
- 59%** Drinking makes me feel good
- 51%** Drinking helps me unwind with friends
- 47%** Drinking makes me more sociable
- 27%** Drinking makes me more likeable

VS.

MORNING AFTER REGRETS

- 42%** Hangovers
- 38%** Next-day grogginess
- 33%** The empty calories
- 31%** I am less productive the following day
- 21%** I tend to embarrass myself

WHY WE DON'T GO DRY

Nearly half (45%) wish they could cut their drinking in half or wish they had the self-control to only have one drink when they consume alcohol but...

43%

drink because they like the taste

43%

drink because they like the way alcohol makes them feel

27%

drink because they feel pressured to in social settings

MODERATION NEEDS A NEW CATEGORY

75%

wish there was a spirit or liquor alternative **that impacted them less** than traditional spirits



25%

say the primary reason they have not cut back on drinking is because **there aren't products interesting enough** to replace their current alcohol preferences



SOMMARØ™

Sommarø offers premium craft-distilled spirits with only two-thirds the alcohol of traditional spirits, so adults can enjoy drinking in moderation and keep the good times going.

Created in response to the fast-emerging mid-strength spirits category, Sommarø's smooth, premium Vodka and Gin are 55-proof (27.5% ABV), 70 calories and gluten-free with 0 carbs.

Sommarø Spirits are crafted in small-batches utilizing legacy distilling techniques for a premium taste that you can enjoy neat, on the rocks or mixed in your favorite cocktail.

For more information, visit sommarospirits.com

SURVEY METHODOLOGY

Sommarø commissioned Atomik Research to survey 1,008 adults throughout the United States between the ages of 25 and 45 years old who regularly consume alcohol and have household incomes of \$75,000+. Fieldwork took place between November 15 and November 21, 2022, and the margin of error is +/- 3 percentage points with a confidence interval of 95 percent. Atomik Research is an independent market research agency.