

Moderation is In Demand: 9 in 10 Americans Want a Dry-ish January

Alcohol Innovator Sommarøy™ Spirits Launches Lower-Proof, Mid-Strength Spirits in Whole Foods Markets, Binny's Beverage Depot and More

CHICAGO, IL, UNITED STATES, January 11, 2023 /EINPresswire.com/ -- According to a recent survey, 9 in 10 adults would be more likely to participate in Dry January if the focus was more about moderation and not completely abstaining from alcohol. To meet this demand, Chicago-based [Sommarøy Spirits](#) created a new offering - 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.

Sommarøy Spirits are premium lower-proof spirits named for a Norwegian island where the summer sun never sets - a perfect place where darkness refuses to spoil the fun. Using small-batch legacy distilling techniques, the brand created a Vodka and a Gin at 55-proof (27.5% ABV) that are unflavored, zero-carb, lower-calorie and gluten-free. The spirits' smooth taste is meant to be enjoyed neat, on the rocks or mixed in your favorite cocktail.

Moderation needs a new category

The survey also found that ninety-seven percent (97%) of alcohol consumers moderate their consumption of alcoholic beverages if they need to function their best the next day. However, the reason they don't fully go dry is complex – 80% drink alcohol because it relieves stress or makes them feel good and 56% say they are more likeable or sociable when they drink, making it difficult to completely give it up.

Ninety percent (90%) of adults ages 25-45 say they are drinking less spirits now due to health, parental duties or work productivity. But they also say they don't have as much fun in a social setting if they are unable to drink (56%). Three in four (75%) spirits consumers surveyed said they wished there was a liquor alternative that impacted them less than traditional spirits. It's clear that moderate drinkers are looking for the right balance - having fun and enjoying the cocktail experience in social situations, but not at the expense of their physical, mental or emotional health.

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's here staying power. Between high-proof holiday overindulgence and resolution to dry January, alcohol consumers want to rest in the middle.

9 in 10 (90%) of adults say they are drinking less spirits now due to health, parental duties or work productivity.

97% of alcohol consumers moderate their consumption of alcoholic beverages if they need to function their best the next day.

90% of adults say they are drinking less spirits now due to other parts of their lives becoming more important.

- 55% health
- 42% work productivity
- 38% parenting
- 29% more time for family

THE PROBLEM
Without drinking alcohol, 72% agree they like the way they feel in the morning but not the rest of the day.

REASON TO GO DRY	PERCENTAGE	REASON TO NOT GO DRY	PERCENTAGE
61% Drinking relieves stress	42% Hangovers	36% Don't enjoy going to work	35% The stress of going to work
59% Drinking makes me feel good	38% Don't enjoy going to work	35% The stress of going to work	35%
56% Drinking helps me connect with friends	31% I can't give up alcohol	29% I can't give up alcohol	29%
47% Drinking makes me more sociable	29% I can't give up alcohol	29%	29%
27% Drinking makes me more sociable	29%	29%	29%

WHY WE DON'T GO DRY
Nearly half (46%) of adults say they would still be drinking in half or less each day if the only alcohol available was 55-proof when they consume alcohol.

- 43% It's easier to find 55-proof when they need it.
- 43% It's easier to find 55-proof when they need it.
- 27% It's easier to find 55-proof when they need it.

MODERATION NEEDS A NEW CATEGORY

75% of spirits consumers surveyed said they wished there was a liquor alternative that impacted them less than traditional spirits.

25% of spirits consumers surveyed said they wished there was a liquor alternative that impacted them less than traditional spirits.

SOMMARØY™
Sommarøy Spirits are 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 increasing mid-strength spirits category, Sommarøy Spirits are unflavored, zero-carb, lower-calorie, 55-proof (27.5% ABV), 100% gluten-free and gluten-free with 0 carbs.

Sommarøy Spirits are crafted in small batches using legacy distilling techniques to produce a smooth taste that you can enjoy neat, on the rocks or mixed in your favorite cocktail.

For more information, visit [sommaroy.com](#).

SURVEY METHODOLOGY
Sommarøy commissioned Ipsos Research to survey 1,000+ adults throughout the United States between the ages of 25 and 45 years old on their current attitudes and habits around alcohol consumption. Ipsos Research used a random sample of U.S. adults and surveyed them on their current attitudes and habits around alcohol consumption. Ipsos Research used a random sample of U.S. adults and surveyed them on their current attitudes and habits around alcohol consumption.

"Dry-Ish January: Why We Don't Go Dry"

"In creating Sommarøy Spirits, we wanted to offer a solution for sophisticated drinkers who want to have the stamina for an evening out and no regrets the next day. There was a gap in the current adult beverage market between high-proofs and ABVs and low/no products. With Sommarøy Spirits, we're creating a new mid-strength category to meet this consumer need – spirits that taste delicious and authentic but at only 27.5% ABV," said Michael Barkin, Co-Founder of Sommarøy Spirits.

Availability

Sommarøy Spirits' retail distribution is growing rapidly and the new Vodka and Gin are available now in Illinois at Dom's Kitchen and Market and Binny's Beverage Depot locations and in Nevada at Lee's Discount Liquors (MSRP \$29.99). The new spirits are also on shelves at more than 130 Whole

Foods Market stores nationwide and available for sale on e-commerce sites in the coming weeks. For more information and current availability, visit [SommaroySpirits.com](https://www.sommaroyspirits.com)

About Sommarøy Spirits

Sommarøy Spirits are premium lower-proof spirits named for a Norwegian island where the summer sun never sets - a perfect place where darkness refuses to spoil the fun. Sommarøy Spirits are 55-proof (27.5% ABV), unflavored, zero-carb, lower-calorie and gluten-free, and crafted in small-batches with legacy distilling techniques, giving it a smooth taste that you can enjoy neat, on the rocks or mixed in your favorite cocktail. Sommarøy's Gin and Vodka received two of Pr%F Magazine's 2022 Gold Awards, one for taste and one for design. Sommarøy Spirits can be found at more than 130 Whole Foods Market locations nationwide, Binny's Beverage Depot, Dom's Kitchen and Market and Lee's Discount Liquors. To find a store near you – visit www.sommaroyspirits.com and follow the brand on Instagram at [@SommaroySpirits](https://www.instagram.com/SommaroySpirits).

Survey Methodology



Sommarøy Spirits Low, 55-Proof Gin and Vodka

SOMMARØY™

LOWER PROOF. HIGHER SPIRITS.

Sommarøy Spirits Logo

Sommarøy Spirits 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.

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