The H.O.C. page on Facebook recently touted the new "Honey Jack" on it's popular topic driven post questions. The retro revival of the classic cocktail has hip young consumers bellying up to the bar for whiskey -- specifically bourbon whiskey. So much so that Kentucky distilleries, where 95 percent of the world's bourbon is produced, are scrambling to keep up.

The Food Channel® (foodchannel.com) presents its " Top Ten Beverage Trends for 2011 ." By partnering with CultureWaves
®
(
www.culturewav.es
), the International Food Futurists
®
, and
Mintel International
(

www.mintel.com
),
The Food Channel
has been able to identify the most significant beverage trends in dessert for 2011, from adding flavors to water, to new adult beverages, to drinking for enhanced nutritional benefits.

The Food Channel readers also weighed in, responding to the website's beverage survey. You can view the results here . "Our *Food Channel* beverage survey confirmed what we've seen in the marketplace," said
The Food Channel
Vice President and Editor in Chief Kay Logsdon. "It indicated we're drinking more water these days, although we like to dress it up a little. And, it told us that coupons have little or no influence on whether we purchase a beverage at a fast food restaurant."

***The Food Channel* Top Ten Dessert Trends in 2011**

1. Many of us are taking flavor matters into our own hands.
2. Parental Discretion Advised— We're still seeing lots of buzz around beverages and kids.
3. Iced Coffee Is Scalding Hot— Consumption of this cold caffeinated beverage has heated up.
4. For Medicinal Purposes Only— There's certainly no shortage of ways to "drink to your health."
5. Sipping Seasonally and Simply— In much the same way we're eating local and choosing foods when they're in season, we're making a more conscious effort to drink that way, too.
6. Fast Food Beyond the Fizz—T here are changes happening here, too, with specialty drinks getting as much play as burgers and fries.
7. Craft Beers: The Buzz Is Back— While overall beer sales are flat these days, sales of craft brews are seeing double-digit increases.
8. Bourbon Booming —The retro revival of the classic cocktail has hip young consumers bellying up to the bar for whiskey.
9. Show Biz— While the food generally takes center stage in restaurant exhibitionism, beverages are being offered more starring roles.
10. Drinking Ourselves Thin—We want to enjoy our drinks without drinking in the extra calories.

Read the complete Top Ten Beverage Trends 2011 report at www.foodchannel.com or view the video here .

Also check out the Top Ten Foods to Watch in 2011 . They include sausage, moonshine, grits, fin fish and the latest in antioxidant-heavy fruit.

About *The Food Channel®*

The Food Channel is a place for great food inspiration, the latest trends, the most compelling stories, and original perspective. This website offers insightful original content that is distributed to everywhere foodies interact with culinary creativity by influencing, contributing to, learning from, gaining inspiration through, and being a part of the experience around great food. For more information, visit foodchannel.com . Follow *The Food Channel* on Twitter at twitter.com/foodchannel or on Facebook at facebook.com/FoodChannel .