



The Most Popular Festive Drinks in the U.S. for the 2025 Holiday Season

From the classic hot chocolate to the sophisticated espresso martini, America is once again reaching for its favorite festive beverages. To find out which holiday season drinks are the most popular in each state, we analyzed Google Trends search data over the past 12 months, capturing last year's Christmas peak to identify seasonal patterns.

We determined which festive drinks dominated interest in each state, revealing clear winners and surprising regional preferences. Let's get started with some compelling key findings.

Key Findings

1. A Classic Never Dies: Hot chocolate emerged as the clear favorite, claiming the top spot in 13 states across the country. This classic comfort beverage dominates particularly in colder regions and maintains its status as the quintessential winter drink.

2. Apple Cider & Espresso Martini Take Joint Second Place: Tied with the more modern espresso martini (11 states each), the tart and warming apple cider demonstrates remarkable staying power.





Among the states where apple cider is most popular are top apple-producing states like Virginia, Idaho, North Carolina and Oregon.

3. French 75 and Amaretto Sour Emerge as Dark Horses: Both the champagne-based French 75 and the whiskey-forward amaretto sour claimed top spots in four states each.

Results

State-by-state Results:

States	Drinks
Alabama	Apple cider
Alaska	Apple cider
Arizona	Mimosa
Arkansas	Hot chocolate
California	Brown sugar shaken espresso
Colorado	Espresso martini
Connecticut	Espresso martini
Delaware	Hot chocolate
Florida	Brown sugar shaken espresso
Georgia	French 75
Hawaii	Mimosa
Idaho	Apple cider
Illinois	Amaretto sour
Indiana	Espresso martini
Iowa	Hot chocolate
Kansas	Apple cider
Kentucky	Espresso martini

4. Regional Diversity: The diversity of top drinks across states, ranging from the prosecco-infused winter Aperol Spritz to the humble hot chocolate, shows intriguing variations in holiday drinking preferences.

Louisiana	Espresso martini
Maine	Apple cider
Maryland	Espresso martini
Massachusetts	French 75
Michigan	Espresso martini
Minnesota	Hot toddy
Mississippi	Hot chocolate
Missouri	Amaretto sour
Montana	Apple cider
Nebraska	Apple cider
Nevada	Espresso martini
New Hampshire	Apple cider
New Jersey	Espresso martini
New Mexico	Hot chocolate
New York	Amaretto sour
North Carolina	Apple cider
North Dakota	Hot chocolate
Ohio	Amaretto sour
Oklahoma	Hot chocolate



Oregon	Apple cider
Pennsylvania	French 75
Rhode Island	Hot chocolate
South Carolina	Espresso martini
South Dakota	Hot chocolate
Tennessee	Winter Aperol Spritz
Texas	Bellini

Utah	Hot chocolate
Vermont	Hot chocolate
Virginia	Apple cider
Washington	French 75
West Virginia	Hot chocolate
Wisconsin	Espresso martini
Wyoming	Hot chocolate

Overall Results:

Drinks	Number of States
Hot chocolate	13
Apple cider	11
Espresso martini	11
French 75	4
Amaretto sour	4
Mimosa	2
Brown sugar shaken espresso	2
Hot toddy	1
Bellini	1
Winter Aperol Spritz	1

America's Top Festive Drinks

Hot Chocolate

Hot chocolate's lead as the most searched festive drink in 13 states confirms what we suspected: Americans still crave the simple comfort of this childhood classic during the holiday season. Whether topped with marshmallows, whipped cream or a candy cane stirrer, this beverage remains the ultimate symbol of winter coziness.

Fun fact: Hot chocolate as we know it was revolutionized in 1828 when Dutch chemist Coenraad Van Houten invented the cocoa press, which separated cocoa butter from roasted cacao beans. This process, known as "Dutching," created a smoother, more mixable cocoa powder that transformed hot chocolate from a grainy, oily drink into the smooth, velvety beverage we enjoy today.



Apple Cider

Apple cider's strong showing in 11 states, including traditional apple-growing regions like Idaho, Oregon, Virginia and North Carolina, demonstrates how agricultural heritage may shape beverage preferences.

This harvest-season staple, though traditionally an autumn drink, is also a Christmas favorite. Often served warm, it offers a timeless, non-alcoholic option that can easily be spiced with cinnamon, cloves and star anise, and some like to customize it with berries, citrus and brown sugar.

Fun fact: The tradition of drinking apple cider during fall and winter in America dates back to colonial times when European settlers discovered that North American apples were better suited for cider than eating. The 18th century saw the average American consuming more cider than water as it was often unsafe to drink.

Espresso Martini

The espresso martini's unexpected tie with apple cider reveals a significant shift in American festive drinking culture. This sophisticated cocktail, which tops searches in states like Connecticut, Louisiana and Nevada, represents the convergence of cocktail culture and coffee obsession. Its popularity suggests that holiday party-goers are seeking drinks that energize as well as intoxicate.

Fun fact: The espresso martini was invented by legendary bartender Dick Bradsell at London's Soho Brasserie in the 1980s. Originally called the "Vodka Espresso," it was later renamed the espresso martini, though it contains no vermouth and isn't technically a martini at all.

French 75

The French 75's popularity in four states: Pennsylvania, Massachusetts, Washington and Georgia, signals America's growing appreciation for classic champagne cocktails during festive occasions. This elegant blend of gin, lemon juice, sugar and champagne brings sophistication to holiday gatherings while maintaining a celebratory sparkle.

Fun fact: The French 75 was created during World War I and named after the powerful French 75mm. It was said that drinking the cocktail felt like being bombarded with this field gun.

Amaretto Sour

The Amaretto Sour is the most searched-for festive beverage in Illinois, Missouri, New York and Ohio, suggesting a preference for approachable yet flavorful cocktails. The sweet-tart combination of amaretto liqueur, fresh lemon juice and optional bourbon offers warmth and complexity without overwhelming the palate.

Interesting fact: While amaretto liqueur has Italian origins dating to the 16th century, the amaretto sour as we know it gained massive popularity in the 1970s during the cocktail dark ages.

Other Notable Festive Favorites

Beyond the top five, several drinks captured individual state preferences, revealing niche regional tastes. California and Florida, both of which have prominent coffee cultures, favored the brown sugar shaken espresso.

The mimosa, perfect for states with warmer holiday weather and brunch celebrations, claimed top spots in Arizona and Hawaii.



Minnesota's preference for the hot toddy showcases the northern state's practical approach to winter warmth, while Tennessee's winter Aperol Spritz and Texas's bellini demonstrate how some regions bring unexpected twists to traditional festive drinking.

These outliers remind us that America's holiday beverage landscape is diverse, dynamic and delightfully unpredictable.

Methodology & Sources

This analysis examined Google Trends search interest data for popular festive and holiday beverages across all 50 U.S. states over a 12-month period. This timeframe specifically captures the previous Christmas season's peak search activity, which serves as the most reliable predictor of annual holiday beverage trends.

We used relative search values (0-100) to identify which festive drink generated the highest search interest in each state. This methodology ensures consistent comparison across all beverages and accurately reflects genuine consumer interest during the holiday season.

The drinks included in the analysis represented a mix of traditional hot beverages, classic cocktails and contemporary favorites known to gain traction during the winter holiday period.

CEO Commentary

"The espresso martini's performance in this year's data represents one of the most significant shifts in American festive drinking culture we've seen in recent years," says Arne Preuss, CEO. "Having seen a revival in popularity just a few years ago, it's now standing shoulder-to-shoulder with beverages that have defined American holidays for generations."

About Coffeeness

Established in 2008 by Arne Preuss, Coffeeness is a comprehensive resource for coffee enthusiasts. It offers detailed reviews and comparisons of coffee-related devices -- from semi-automatic espresso machines to coffee grinders -- to help consumers make informed purchasing decisions.