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What Drinks Topped Google Searches in 2024?

Google's Top Beverage Search Trends of 2024

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Cold Refreshing 'Porn Star Martini' Cóctel

Google has revealed the top search trends of 2024, and beverages have taken a prominent spot among consumer interests. These trends, reflecting spikes in popularity compared to 2023, provide insight into what people have been enjoying this year. Among the highlights are the resurgence of classic cocktails and the emergence of new creations that have captured the public's attention.

The Sleepy Girl Mocktail, an alcohol-free drink designed to promote sleep, became a global sensation. Featuring ingredients such as cherry juice, magnesium, and sparkling water, this beverage gained widespread attention through TikTok. It ranked ninth among the most searched food and drink recipes in the United States and eighth globally. The drink leverages the natural properties of cherry juice, which contains melatonin, and magnesium, known for relaxing the nervous system. However, some scientists have raised concerns about using certain forms of magnesium supplements, such as magnesium citrate, which may have laxative effects. Despite this, many have embraced the recipe as a nightly ritual to aid relaxation and rest.

Meanwhile, the Porn Star Martini topped the cocktail searches in the United States, solidifying its status as the favorite drink of the year. First created in London in the early 2000s by Douglas Ankrah, this cocktail blends vodka, passion fruit, vanilla, lime juice, and Passoã liqueur. According to its creator, the name evokes indulgence and fun, elements that have helped it become a modern classic. Often served with a glass of sparkling wine on the side, this addition enhances the passion fruit flavors. In the United Kingdom, searches for "how to make a Porn Star Martini" surpassed interest in major events such as the Olympics and the northern lights, reflecting its lasting appeal in the region.

The list of most-searched cocktails in 2024 also includes the Honey Deuce, Hugo Spritz, Gin Fizz, Dirty Martini, Lychee Martini, and Carajillo. Notably, five of the top ten trending cocktails are vodka-based, suggesting a resurgence of interest in this category of spirits. While vodka has been said to have lost ground to other spirits like tequila in recent years, its prominence among popular cocktails and the ready-to-drink (RTD) market highlights renewed enthusiasm. This growth is also evident in fine dining, where vodka accounts for nearly a third of spirits sales in the United States, according to CGA by NIQ.

The top 10 global beverage searches of 2024 are:

1. Porn Star Martini
2. Honey Deuce
3. Hugo Spritz
4. Gin Fizz
5. Dirty Martini
6. Lychee Martini
7. Carajillo
8. Dark 'N' Stormy
9. Lemon Drop Martini
10. Aperol Spritz