

November 26, 2019

The Huge Beer Drinking Holiday Nobody Talks About

Dear Client:

You know what I'm talking about. College kids, post-grads, and even 30-somethings coming back to their hometown to visit their folks for Thanksgiving, and on the Wednesday night before, they huddle up in their old local haunts to meet with their old high school friends over a few bevs. It's the big on-premise night that is often overlooked.

But exactly how much more beer gets poured over the bar on Thanksgiving Eve vs. a regular Wednesday? That's what BeerBoard examined in its latest Pour Report. (Recall, BeerBoard provides data to on-premise retailers and suppliers, and manages over \$1 billion in retail draft beer sales through its technology.)

Last Thanksgiving Eve (2018) saw a "52.8% lift nationally" when compared to the previous or "Regular Wednesday" in their data. "This was a massive jump, even though it was actually down 4% from 2017's Thanksgiving Eve."

Curious what people are drinking the most of (among beer)? Light lager, followed by lager, and then IPA (draft seltzer wasn't really a thing in 2017/18).

And the eve "bump" is most pronounced in the Northeast. "The region sees an overall jump of +70.8% (again over the previous Wednesday), the largest such gain for any region in the country. Other leaders include the Great Lakes, which was +51% in 2018 and California (+50%)."

MODELO, DOS EN FUEGO. We asked BeerBoard specifically about Mexican styles over the holiday. The company shared that Thanksgiving Eve 2018 saw an explosion on Mexican style drafts. "Modelo Especial was +46% on the night as compared to 2017, while Dos Equis was +18.8%. When looking at Thanksgiving Eve 2018 against a regular Wednesday (one week prior), Modelo was +15.4% and Dos Equis was +8.9% on the night." (Note, those beers are categorized as "lagers" for the purpose of the most popular style data above.)

Modelo really ruled the West region for the pre-holiday, however, as the brand spiked +106.7% on the night over 2017. Similarly, Dos Equis was up 26.7%.

"In California, where Modelo checked in as the #1 brand and grew 47.4% (2018 over 2017), while Dos Equis was up an even healthier +52.7%. Both brands also noted significant growth in the Great Lakes region, where Modelo was +41.7% and Dos Equis was +38.6%," per BeerBoard.