

February 4, 2020

Bud Light Down 22% On Premise During Super Bowl, per BeerBoard; Mich Ultra Slays

Dear Client:

Was it the lack of a specific ad? Probably not. Anyway, Bud Light was down 22% on premise during The Big Game.

Overall beer volumes were down 1.3% during the event, despite beer having been slightly up the prior two years. That's according to BeerBoard's annual "Big Game Report" on Super Bowl on premise results.

Naturally, Bud Light's showing weighed on light lagers' overall performance: The segment was down 1.2%.

Mich Ultra, however, was up 28.7% during this year's Big Game. And Coors Light was up 10.9%, while Miller Lite grew 9.3%. (Note, light lagers were up almost 18% for Super Bowl 2019, when Bud Light was up 4.6%.)

Overall on-premise beer volume was only up for one of the team's cities: "Kansas City (Missouri) was up 21.3% over 2019, while San Francisco was relatively flat at -3%," per report.

OTHER HIGHLIGHTS: MEXICAN BEER STILL UP.

Among other on-premise highlights, lagers were up 6.7% overall, led by Modelo, which was up 27%, and Dos Equis, up 7.3%. That's an interesting inversion from the trends above, as lagers were actually down double digits in Super Bowl 2019.

We asked the BeerBoard guys: What about Corona?

Corona Extra blew the doors off the growth trend, up 46%. Corona Light, however, was down 50%.

CRAFT WAS UP, TOO, DRIVEN BY LAGUNITAS.

"IPAs saw the biggest jump among styles, enjoying a 28% lift based on a 26-point jump from Lagunitas IPA," per report.

Overall, craft was up about 3% on premise during the event, BeerBoard told BBD. BeerBoard provides data to on-premise retailers and suppliers, managing over \$1 billion in retail draft beer sales through its technology.