

# COVID Reopening Report

## for the On Premise

May 28, 2020



# OVERVIEW

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BeerBoard is the leading technology company enabling the food & beverage industry to make data-driven decisions about its bar business. We manage over \$1 billion in retail draft beer sales and 45,000 products through our industry-leading solution.

Our patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory.

Lately, there hasn't been much to report as states across the country were shuttered due to the COVID pandemic.

In the past two weeks, more states have been coming online. The return of on premise sales and draft volume has continued to increase. In this report, we take a look back on the weekend of May 8-10, the primary start of the reopening period, and compare that to the recent Memorial Day weekend (May 22-25).

Our reporting will continue to expand and evolve over the coming days. We look forward to sharing with you.




Cheers!




The BeerBoard Team



# AVERAGE TAPS & RATE OF SALE

We looked at Memorial Day Weekend (2020 v 2019). The data was telling — there has been a significant down shift in the number of average taps pouring per open location, but the AVG Rate of Sale has spiked for those taps.

	2019 	2020 	YOY 
	Avg. # Taps	Avg. # Taps	% Change
National	29	12	-59%
Florida	28	14	-50%
Georgia	41	12	-71%
Texas	26	13	-50%
Tennessee	39	11	-72%
South Carolina	43	12	-72%

	2019 	2020 	YOY 
	30-Day ROS	30-Day ROS	% Change
National	2.64	3.20	+21.2%
Florida	2.89	3.32	+14.8%
Georgia	1.61	2.11	+30.9%
Texas	3.87	4.37	+12.8%
Tennessee	2.10	3.09	+47.3%
South Carolina	1.51	2.44	+61.6%



*\* average numbers of taps is rounded to the nearest whole number*



# OPEN RATE

Over the past two weeks, there has been a steady climb in retailers open for business across the country. The Open Rate (locations open and pouring beer) has growing from 16% on the weekend of May 8-10 to 45% this past weekend (May 22-25).

Open Rate

16%

May 8-10



Open Rate

45%

May 22-25



# CATEGORY & STYLE PERFORMANCE

There was a slight shift in Category performance over the past two weeks. Domestic was flat, while Imports grew +4%, taking that share from Craft.

The Top 5 styles saw Belgian Wit / White Ale, positioned at #5 the weekend of May 8-10, climb over Wheat / Hefeweizen to grab the #4 spot.

May 8-10

Volume %



Tap %



Domestic	53.7%	27.4%
Craft	32.2%	55.5%
Import	14.1%	17.1%

May 22-25

Volume %



Tap %



Domestic	53.9%	30.7%
Craft	27.7%	49.7%
Import	18.4%	19.6%

## Top 5 Styles

1. Light Lager
2. Lagers
3. IPA
4. Wheat / Hefeweizen
5. Belgian Wit / White Ale

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# STATE PERFORMANCE

Going back to the weekend of May 8, States began reopening at a faster rate. This has continued to climb over the past weeks, and as of today, only New York, New Jersey, Illinois, Maryland, D.C., Colorado, Minnesota, Pennsylvania, and Vermont have not announced an official date for restaurant on-premise to return with some guidance expected.

Below are the percentage of taps pouring (on the weekend of May 22-25) and volume growth (since May 8-10) for select states:

	 % Taps Pouring	 Volume Growth
Florida	51%	+ 98%
Georgia	49%	+ 43%
Texas	43%	+ 129%
Tennessee	32%	+ 402%
South Carolina	41%	+ 493%

*as of May 22-25, volume growth is since May 8-10*



# ABOUT BEERBOARD

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BeerBoard is a technology company enabling the food & beverage industry to make data-driven decisions about its bar business. It manages over \$1 billion in retail draft beer sales and 45,000 products through its industry-leading solution. The company's patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory. Built for retailers, brewers and distributors, the versatile technology is easily operated from a single dashboard, and it has streamlined operations and increased top and bottom line revenue all over the United States.

## **Thirsty For More?**

Want to see where BeerBoard's data and insights can take you and your operation? Contact us at [retailsales@beerboard.com](mailto:retailsales@beerboard.com) or 888.298.3641.

We always love talking beer!

