

June 15, 2020

BEERBOARD SAYS ON-PREMISE BEER VOLUMES JUMPED 77% FROM END OF MAY TO EARLY JUNE

The on-premise is making significant gains, even just week over week.

BeerBoard shared a report comparing on premise trends from the weekend of Memorial Day (May 22-25) to that of June 5-7.

If we extend the start date of our examination period backward, and look at the weekend of May 8-10, you can see how drastically the on premise has changed in just a month. By now (or at least, as of June 5-7), 66% of BeerBoard measured accounts are open and pouring beer, vs. just 16% on the weekend of May 8-10.

From here on out, with the majority of restaurants reopened, one would think gains would start to look more incremental, on an increasingly large base.

But there was one eye-popping stat: Compared to May 22-25, on-premise volumes the weekend of June 5 jumped 77% nationally.

The percentage of taps pouring nationally is ticking up more slowly. The weekend of May 22 saw 45% of national taps pouring. A week later, that jumped up not quite 7%, to 48% of taps pouring. The average number of taps per location sat at 13.

Rate of sale continues to climb also. The national 30-day ROS for May 22-25 was 3.20, vs. 3.51 for June 5-7.