

# COVID Reopening Report

## for the On Premise

June 11, 2020



# OVERVIEW

---

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.

The return of on premise sales and draft volume has continued to increase. In this report, we take a look at the weekend of June 5-7 and compare that to our review of 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



# OPEN RATE

Currently, every state has opened on-premise dining or announced plans to do so. New Jersey is the last state to do so (starting June 15), albeit entirely outdoor dining.

The Open Rate (locations open and pouring beer) has grown from 16% on the weekend of May 8-10 to 45% over Memorial Day Weekend (May 22-25) to 66% the weekend of June 5-7.

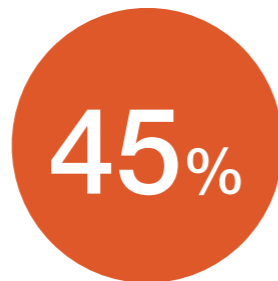
Open Rate



May 8-10



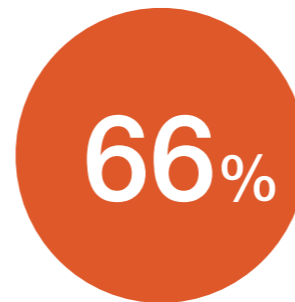
Open Rate



May 22-25



Open Rate



June 5-7





# CATEGORY & STYLE PERFORMANCE

Over the past two weeks, Volume Share was relatively flat among the three categories, with Imports seeing a slight bump (+0.7%) and Craft up 0.2%.

The Top 5 Styles remained unchanged over the past two weeks.

## May 22-25

Volume %



Tap %



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

## June 5-7

Volume %



Tap %



Domestic	53.0%	30.1%
Craft	27.9%	51.3%
Import	19.1%	18.6%

### Top 5 Styles

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

### Top 5 Styles




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



# TAPS: PERCENTAGE & AVERAGE

We looked at the weekend of June 5-7 and compared that against Memorial Day Weekend (May 22-25). The average number of taps pouring per location and percentage of taps pouring both continue to climb.

	May 22-25  Avg. # Taps	June 5-7  Avg. # Taps	 % Change
National	12	13	+8.3%
Florida	14	14	—
Georgia	12	14	+16.7%
Texas	13	14	+7.7%
Tennessee	11	12	+9.1%
South Carolina	12	14	+16.7%

	May 22-25  % Taps Pouring	June 5-7  % Taps Pouring	 % Change
National	45%	48%	+6.7%
Florida	51%	53%	+3.9%
Georgia	49%	57%	+16.3%
Texas	43%	50%	+16.3%
Tennessee	32%	41%	+28.1%
South Carolina	41%	57%	+39.0%






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




# VOLUME: RATE OF SALE & CHANGE

The 30-Day AVG Rate of Sale is showing great return for the taps currently pouring. Volume continues to climb, as highlighted below.

	 May 22-25 30-Day ROS	 June 5-7 30-Day ROS	 % Change
National	3.20	3.51	+9.7%
Florida	3.32	3.50	+5.4%
Georgia	2.11	2.51	+19.0%
Texas	4.37	5.58	+27.7%
Tennessee	3.09	3.62	+17.1%
South Carolina	2.44	2.61	+7.0%

## Compared to May 22-25

	 Volume Change
National	+77%
Florida	+66%
Georgia	+30%
Texas	+55%
Tennessee	+35%
South Carolina	+20%



# ABOUT BEERBOARD

---

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!

