

August 6, 2020

## On-Premise Inching Closer to Normal

The on-premise is still nowhere near “normal” levels, but it’s slowly getting there, the latest on-premise report from BeerBoard shows.

The number of taps, the percentage of taps pouring, and volume coming out of the channel were all on the rise in the latest weekend (July 31-August 2) covered by BeerBoard.

Indeed, perhaps the most encouraging takeaway found in this latest report is that “on-premise volume continues to climb,” writes BeerBoard.

National volume jumped 13% in the latest weekend versus the previous weekend covered (July 17-19) and all but one of the ten states highlighted by BeerBoard in the report saw a jump over the prior period.

More than half the states actually experienced double-digit volume increases over the prior period, with Nevada leading the way up 28%; Michigan close behind, up 21%; Texas, up 16%; New York, up 12%; and Minnesota and Tennessee each up 10%. What’s more is the gap between where we are and where we were on volume is closing, as nationally we were down about 40% in volume this latest weekend versus a year ago. While that still sounds like quite a gap (and it is), consider that over the 4th of July weekend this year, volume was down 50% from where it was versus a year ago. So the on-premise has made a 10% jump in the right direction in a month’s time, according to BeerBoard data.

Another positive sign? “For the first time in a number of weeks, we saw the Average Number of Taps jump significantly,” BeerBoard shared. The national number of tap handles grew 7.1% over the previous weekend covered (July 17-19) and now stands at an average of 15 taps per location.

That’s about half as many taps as we would’ve seen on average this time last year (29). Of the ten states highlighted by BeerBoard in this latest report, Michigan is the closest to returning to its normal number of tap handles. The state had an average number of 18 taps per location in this latest weekend, a 26.1% drop from the number they saw this time last year (23).

The next closest state would be New York, which held an average number of 16 taps per location in the latest weekend, a 41.7% fall from the number seen last year (24). Still, of the ten states highlighted, five – Florida, Georgia, Tennessee, South Carolina, and Illinois – are reportedly operating with less than half the number of taps they held this time last year.

Finally, BeerBoard noted that they've found positive growth in the number of taps pouring, as the national percentage of taps pouring grew 6.1% in the latest weekend. Four of the ten states highlighted in the report saw double digit increases in taps pouring during this latest weekend, with Nevada up 31%, Minnesota up 23.3%, Tennessee up 17%, and Michigan up 13.6%. In fact, nine of the ten states saw increases in percentage of taps pouring during this latest weekend, the lone exception being Florida, which was flat.

One thing that was down compared to the previous tracked weekend however was the current open rate, but only by a smidge. In the previous weekend (July 17-19) the open rate stood at 91%, but in this latest weekend the open rate fell to 89%.