

CRAFT BUSINESS DAILY

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More Taps, More Pours in Latest BeerBoard Data

While the majority of on-premise establishments have opened their doors by now, we still have a long way to go before things get back to where they were in the on-premise, the latest Pour Report from BeerBoard shows.

BeerBoards latest “On Premise Status Report” shows a slow but steady uptick in both the number of taps, and percentage of taps pouring in the on-premise outlets it measures. Rate of sale and volumes are up, too. That’s all good news for craft, which has the lion’s share of taps.

The latest set of data covers the weekend of August 14-16, comparing it to their two prior report periods: the weekends of July 31-August 2, and July 17-19.

In this latest recorded weekend, the average number of taps climbed “significantly” for the second consecutive period.

“Nationally, the average checked in at an average of 16 taps per location,” up from 15 the prior period, per BeerBoard. “The big mover among states is Nevada, which now checks in with an average of 20 taps.”

Still, that national number is down 46.7% vs. year ago.

Also for the second consecutive period, the number of taps pouring is up nationally, too. That measure grew almost 10%, to 57% of taps pouring (from 52% the prior period). Again, Nevada saw the most gains here, with the percentage of its taps pouring up almost 33%, to 73% of taps.

VOLUME JUMPS, TOO. Other highlights in the report: “On-premise volume was up another 14% on the weekend (Aug 14-16),” coming off a 13% jump in the prior period (July 31-Aug 2).

In this latest period, every state tracked saw double-digit growth in volume.

Rate of sale was up 4.6%, too, after three consecutive periods of decline. Texas led states on this metric, up 9.3% in ROS for this latest period.

Finally, craft took some volume share back in this latest period. It's at 35.7% volume share of on-premise, up more than a point vs. the prior period — but comprising a whopping 65.8% of taps.

Meanwhile, domestics had 54.2% volume share, but comprising only 20.5% of tap handles, a drop of 10 percentage points vs. the prior period. Imports' volume share was down a hair, to 10.1%, with 13.7% taps.

Recall, BeerBoard measures and manages over \$1 billion in retail draft beer sales via their on-premise digital platform.