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On-Premise Gets a Bump From Football

BeerBoard's latest update on the state of the on-premise shows some gains in percentage of taps pouring as well as volume trends.

For their latest On-Premise Status Report, covering the weekend of September 11-13, taps pouring were up 14% nationally vs. the comparative weekend two weeks prior, likely bolstered by the return of football. That represents an average of 65% of taps pouring overall (vs. 57% two weekends prior).

Volume was up considerably as well — though still down 32% compared to the same period in 2019.

“Bouncing back from a slow weekend on August 28-30, on-premise volume (per location) grew +6.5%,” per BeerBoard. “Florida saw explosive growth at the taps, surging +25.6% for the weekend. Illinois (+18.1%), Michigan (+16.6%), South Carolina (+15.0) and Minnesota (+13.7%) were all also up double-digits.” Rate of sale was up 7.1%.

While not a complete on-premise read, BeerBoard stats pull from their own data, as the company provides digital insights and inventory solutions to the top chains, managing over \$1 billion in draft sales.