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Big Beer-Selling States Volumes Drag in Latest BeerBoard Data

After having seen sequential growth for volume and rate of sale the last few periods, which saw the return of football, it appears the on-premise is stalling a bit in the latest BeerBoard data.

The company, which manages and tracks \$1 billion worth of draft sales, summed their finding for the latest period, the weekend of October 9-11, like this: “Coming off multiple periods of positive growth, the on-premise hit the pause button and saw flat returns in volume, average taps, percentage of taps pouring, and rate of sale. “

Volume trends were a bummer. In fact, after two straight periods of growth, on-premise volumes per location were actually down 5.6% overall for October 9-11, vs. the prior period. New York was the only state they tracked that saw growth in the period, up a mere 1.4%. Big beer-drinking states Texas and Florida were down 7.4% and 8.7%, respectively.

And where overall rate of sale declined 5.5% from the previous period, Florida saw the largest drag, down 10%.

The open rate, or percentage of units open and pouring beer, is still at 92%, about where it has hovered since July. Percentage of taps pouring are deadlocked, too, at 66% for the current period, same as the previous period, and just one percentage point more than the Sept. 11-13 rate.