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Volumes, Rate of Sale Bounce Back (A Bit) in Latest BeerBoard

After a period of sluggish trends, it appears on-premise volume trends are rebounding (sequentially) to mid-single-digit growth, in the latest BeerBoard data covering the weekend of October 23-25.

Last time we reported results from BeerBoard, which manages and tracks \$1 billion worth of draft sales, 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 the weekend of October 9-11, vs. the prior period. Rate of sale averages were down, too, -5.5% overall.

For the latest reporting period, October 23-25, many benchmarks stayed the same: The open rate (locations open and pouring beer) is at 92%, where it's been since roughly July. The average number of taps nationally has been stuck at 18 since September, too. Percentage of taps pouring has also been roughly flat since September; at 67%, the metric is up 1.5% from the prior period.

But on-premise volumes were up almost 8% vs. the immediate prior period nationally. That's still down 36% vs. the year ago comp.

There's a lot of regional volatility, however, as Florida and Texas volumes were up only 6.6% vs. prior period (but down only 24% and 30% vs. the YA trend, respectively), while South Carolina volumes were up 10.6% vs the prior period (but down 40% vs. YA period). Minnesota was up 36.7% (down almost 50% vs. YA). Illinois, however, was down 11.2% vs. the prior period.

Rate of sale trends were also up 4.3% overall vs. the immediate prior period. There was volatility there as well: "Minnesota (+16.8%) saw the biggest surge, while Florida (+6.5%), Texas (+5.2%) and Nevada (+4.8%) were also up," per BeerBoard. But Illinois rate of sale was down 8.7% for the weekend vs. the prior period.