

November 25, 2020

## **On-Premise Suffering, Again, in Latest BeerBoard Data**

The latest on-premise report from BeerBoard is in and, well, it's not looking any better for the channel.

**OPEN RATE DROPS TO 85%.** The open rate, which BeerBoard defines as "locations open and pouring beer," continues to drop. When we last checked in, the open rate stood at 90% for the weekend of November 6-8, per BeerBoard. And in this latest set, which covers the weekend of November 20-22, the open rate dropped to 85%.

The last time the open rate was that low was late June of this year, per BeerBoard data.

**NUMBER OF TAP HANDLES DWINDLING.** The open rate isn't the only metric on the decline either. The average number of tap handles are also dwindling. After falling to a national average of 17 tap handles in the prior period (November 6-8), the number fell for a second consecutive time to 16 in this latest weekend. Note that some states with indoor dining bans are down to single-digit tap handles, like Illinois (5), Michigan (3), and Minnesota (9).

**PERCENTAGE OF TAPS POURING TOO.** As the number of tap handles drop, so does the percentage of taps pouring. Indeed, in this latest weekend, BeerBoard suggests that only 59% of national taps tracked by BeerBoard were pouring. In the aforementioned states with dining restrictions – Illinois, Michigan and Minnesota – the data is even grimmer. In Minnesota, a third of the taps are pouring; Illinois has less than a fifth of its taps pouring (18%), and in Michigan a mere 8% of taps are pouring.