

December 8, 2020

On-BeerBoard's Latest Foreshadows Isolated Thunderstorms for Restaurants

Dear Client:

Beerboard's latest on-premise report reveals some storm clouds over restaurant and bar trends, which had rebounded a bit over the summer. Open rates and percentage of taps pouring have slid a bit from the warmer months. But no downpour — yet.

This report compares the weekend of December 4-6 to prior weekend periods, most recently, November 20-22.

OPEN RATES SLIDE. Where the open rate (“locations open and pouring beer”) had mostly hovered around or above 90% from mid July to early November, for the period of November 20-22 that metric slid to 85%, and in this most recent period, it dropped just a hair more, to 84%.

PERCENTAGE OF TAPS POURING STEMMED THE DROP seen from early to late November, when they went from 65% to 59%. The first weekend in December (the most recent period) still clocked in 59% of taps pouring on average, the same as was recorded for the weekend of November 20-22.

However you can see the effect mandated shutdowns have in some states: “Minnesota (-54.5%) and Nevada (-9.5%) saw significant declines in the period.” And in Illinois and Michigan, which have also seen high COVID cases and business restrictions, percentage of taps pouring rates are dismal, at 30% (early November), 18% (late November) and 25% (December 4-6) for Illinois over the last three periods, and 71%, 8% and 12% for Michigan, respectively.