

December 1, 2020

On-Premise Volumes Down Almost 60% on Thanksgiving Eve

Dear Client:

The night before Thanksgiving is typically one of the best nights of the year for bars and restaurants. But BeerBoard reported that on-premise volumes, unsurprisingly, were down almost 60% this Thanksgiving Eve, vs. 2019 — down 57.3% to be exact.

And yet, the on-premise still saw a “bump” over a “normal” Wednesday.

“In 2020, there was a 77.4% lift nationally when compared to the previous Wednesday (the “Regular Wednesday” in our data),” the company reported.

NORTHEAST, CALIFORNIA, SOUTHEAST SAW BIGGEST LIFT. What areas fared the best on the night?

“While Thanksgiving Eve is a boon for retailers everywhere, the Northeast led the country in lift for the second straight year,” per BeerBoard, who clarified to BBD that while these numbers include takeaway biz it’s mostly reflective of onsite sales.

Anyway, the Northeast saw “an overall jump of +56.1% (again over the previous Wednesday), the largest such gain for any region in the country. Other leaders included California (+40.8%) and the Southeast (+30.3%).”