

# On-Premise Status Report

January 14-17, 2021



# OVERVIEW

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BeerBoard is the leading technology company enabling the food & beverage industry to make data-driven decisions about its bar business. We manage over \$1 billion in retail draft beer sales and 60,000 products through our industry-leading solution.

Our patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory.

In this On Premise Status Report, we take a look at January 14-17, 2021 and compare this to our two previous reports - December 31-January 3 and December 18-20.

Cheers!  
The BeerBoard Team



# OPEN RATE

The Open Rate (locations open and pouring beer) had a significant jump this past weekend, climbing five points and checking in at 85%. This is the highest the percentage has been since the weekend prior to Thanksgiving.

## Current Open Rate



January 14-17







## Weekly Rates



May 8-10	16%	Oct 9-11	92%
May 22-25	45%	Oct 23-25	92%
June 5-7	66%	Nov 6-8	90%
June 19-21	84%	Nov 20-22	85%
July 3-5	86%	Dec 4-6	84%
July 17-19	91%	Dec 18-20	81%
July 31-Aug 2	89%	Dec 31 - Jan 3	80%
Aug 14-16	91%	Jan 14-17	85%
Aug 28-30	91%		
Sept 11-13	92%		
Sept 25-27	92%		

# TAPS: AVERAGE # OF TAPS





Nationally, Average Number of Taps added one handle over the weekend, climbing to 16 per location. Among the states tracked, Minnesota saw a large spike, climbing back to 18 taps after navigating enhanced restrictions over the past several weeks. New York added two handles to check in at 16 per, while Georgia (16) and Illinois (5) both added one handle.

	Dec 18-20 	Dec 31-Jan 3 	Jan 14-17 	% Change 	Same Weekend 2020 	YOY 
	Avg. # Taps	Avg. # Taps	Avg. # Taps	From Previous	Avg. # Taps	% Change
National	15	15	16	+6.7%	32	-50.0%
Florida	18	17	17	—	32	-46.9%
Georgia	16	15	16	+6.7%	41	-61.0%
Texas	18	17	17	—	33	-48.5%
Tennessee	17	17	17	—	44	-61.4%
South Carolina	16	15	15	—	32	-53.1%
New York	16	14	16	+14.3%	31	-48.4%
Illinois	5	4	5	+25.0%	29	-82.8%
Michigan	6	6	6	—	30	-80.0%
Minnesota	4	4	18	+350.0%	30	-40.0%
Nevada	19	18	18	—	33	-45.5%

\* average number of taps is rounded to the nearest whole number

# TAPS: PERCENTAGE POURING

Percentage of Taps Pouring rebounded over the period, now pouring at a 60% clip. Overall, most states tracked saw a bump, led by Minnesota, which grew to 65% pouring after hovering between 12-15% the last month. New York, Illinois, Florida and Texas all saw noticeable increases.

	Dec 18-20 	Dec 31-Jan 3 	Jan 14-17 	% Change 
	% Taps Pouring	% Taps Pouring	% Taps Pouring	From Previous
National	59%	56%	60%	+7.1%
Florida	72%	69%	72%	+4.3%
Georgia	68%	65%	66%	+1.5%
Texas	68%	65%	68%	+4.7%
Tennessee	59%	60%	61%	+1.7%
South Carolina	70%	66%	68%	+3.0%
New York	54%	47%	55%	+17.0%
Illinois	25%	17%	22%	+29.4%
Michigan	12%	21%	20%	-4.8%
Minnesota	15%	12%	65%	+441.7%
Nevada	67%	66%	66%	—

\* *Percentage Pouring is current percentage of taps pouring vs total number taps listed per location*

\* *% Change From Previous compares the current period against the previous period*

# VOLUME: CHANGE PER LOCATION

Source: Health Care Cost Containment Institute

Volume charged back over the period (January 14-17) and climbed +19.1%. Minnesota was off the charts in volume growth (+283.7%) after its virtual shutdown for the past month. Illinois, Florida, Texas and Michigan all saw health increases on the weekend.

VOLUME  
CHANGE  
PER LOCATION

Compared to  
Dec 31-Jan 3



% Change

Compared to  
Same Weekend 2020









% Change

National	+19.1%	-41%
Florida	+28.7%	-32%
Georgia	+4.4%	-42%
Texas	+24.6%	-31%
Tennessee	+11.4%	-31%
South Carolina	+2.0%	-45%
New York	+9.8%	-49%
Illinois	+51.3%	-70%
Michigan	+27.5%	-63%
Minnesota	+283.7%	-70%
Nevada	+3.1%	-43%

\* Volume totals per location

# VOLUME: RATE OF SALE

Coming off a one-period decline, Rate of Sale returned strongly and was +14.3% for the weekend. Michigan (+29.8%), Illinois (+28.3%), Florida (+24.4%) and Texas (+17.9%) all realized significant increases.



RATE OF SALE	Dec 18-20 	Dec 31-Jan 3 	Jan 14-17 	% Change 	Same Weekend 2020 	YOY 
	30-Day ROS	30-Day ROS	30-Day ROS	From Previous	30-Day ROS	% Change
National	2.97	2.52	2.88	+14.3%	2.10	+37.1%
Florida	3.47	2.95	3.67	+24.4%	1.95	+88.2%
Georgia	3.19	2.63	2.70	+2.7%	1.29	+109.3%
Texas	5.68	4.63	5.46	+17.9%	3.31	+65.0%
Tennessee	3.56	3.30	3.54	+7.3%	1.62	+118.5%
South Carolina	3.45	2.90	2.91	+0.3%	1.11	+162.1%
New York	1.88	1.73	1.66	-4.0%	1.36	+22.1%
Illinois	3.00	2.65	3.40	+28.3%	1.92	+77.1%
Michigan	2.23	1.81	2.35	+29.8%	1.98	+18.7%
Minnesota	3.92	3.65	2.69	-26.3%	2.60	+3.5%
Nevada	2.61	2.68	2.75	+2.6%	3.68	-25.3%

\* % Change From Previous compares the current period against the previous period



# CATEGORY & STYLE PERFORMANCE

In Volume share, Craft was +2.8% to claim 31.4% of the total volume. Domestics took most of the hit (-2.1%), while Imports were -0.7%. Tap Share was relatively flat, while the Top Five Styles remained unchanged.



## December 18-20

	Volume Share	Tap Share
		
Domestic	55.5%	26.1%
Craft	29.8%	56.7%
Import	14.8%	17.2%

## Dec 31-Jan 3

	Volume Share	Tap Share
		
Domestic	56.5%	26.1%
Craft	28.6%	56.7%
Import	14.9%	17.2%

## January 14-17

	Volume Share	Tap Share
		
Domestic	54.4%	26.3%
Craft	31.4%	57.0%
Import	14.2%	16.7%

### Top 5 Styles

- 1. Light Lager
- 2. Lagers
- 3. IPA
- 4. Belgian Wit / White Ale
- 5. European Lagers

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# ABOUT BEERBOARD

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## **Thirsty For More?**

Want to see where BeerBoard's data and insights can take you and your operation? Contact us at [retailsales@beerboard.com](mailto:retailsales@beerboard.com) or 888.298.3641.

We always love talking beer!

