



2021 BIG GAME POUR REPORT

News and Notes

BEER VOLUME DOWN DRAMATICALLY

While professional football navigated Covid and completed its season last night, the On-Premise is still managing the effects of the pandemic. On the day of the Big Game, beer volume was **down a dramatic -46%** nationally, when compared to the 2020 Big Game. Of note, this is on-pace with the average decline experienced weekly across the country.

-46%
less beer pouring

STYLE & BRAND PERFORMANCE

For the second straight year, **Light Lager** was relatively flat (-1.4%), after also being down in 2020 (-1.2%). **Lagers** made a small move (+0.9%), while **IPAs** were -1.8%. Among brands, **Bud Light** saw a nice bump, climbing +7% nationally, while also jumping +9.2% in Tampa, the host city and a participant in the game. **Michelob Ultra** was also up both nationally (+3.5%) and in Tampa (+3%). 2020's big movers, **Modelo Especial** and **Lagunitas IPA** saw nominal gains of 0.4% and 0.3%, respectively.

-1.4%

Light Lager

+0.9%

Lagers

-1.8%

IPA

BIG GAME CITY IMPACT

“The Bump” is a well-noted for host cities of the Big Game. In a normal year, the peripheral effects flow through the taps, providing a lift for retailers and brands alike. **Tampa**, this year's host and a participant, saw a **decline of -28%** in pour volume when compared to 2020. **Kansas City**, also a participant in the 2020 game, was **down -55%**.

And while **Tom Brady**, aka The G.O.A.T., was working his magic on the field (again), he couldn't help his old city of **Boston** make any positive gains. **Beantown** was **-69%** when compared to the 2020 game.

-28.3%

TAMPA
Feb 7, 2021



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