

February 9, 2021

On-Premise Numbers Holding Firm in February, Per BeerBoard

On-premise numbers appear to be holding steady, according to the latest round of data numbers from BeerBoard tracking the weekend of February 11-14.

The open rate, which BeerBoard defines as “locations open and pouring beer,” stood at 90% for the latest weekend, matching the open rate recorded last tracked weekend (January 28-31).

The average number of taps on a national level stood firm for the third consecutive period at 16.

Then the percentage of taps pouring on a national level saw a slight increase in this latest weekend, up 3.4% to about 60% taps pouring. However, national volume change per location experienced a nominal decrease, down 1.2% vs the previous period (January 28-31).

With no real positive or negative movement in this latest period, we continue to fall quite short of the on-premise volume seen this time last year – down 43% in volume in this latest period (February 11-14) compared to the same weekend in 2020.