

February 9, 2021

On-Premise Beer Volumes Down 46% During Super Bowl, Says BeerBoard

On-premise data/insights company, BeerBoard, published the findings from its annual Big Game Pour Report, which monitors on-premise trends during the Super Bowl.

“On the day of the Big Game, beer volume was down a dramatic -46% nationally, when compared to the 2020 Big Game,” per company, which notes that the showing is on-premise “is on-par with the average decline experienced weekly across the country.”

And while host city Tampa did much better –down only 28% in pour volume when compared to 2020 – “Kansas City, also a participant in the 2020 game, was down -55%” (also keep in mind that it was 5 degrees in Kansas City for much of the day). Meanwhile, Tom Brady’s former stomping grounds, Boston, was down 69%.

BRAND TRENDS. As for how beer subsegments fared: Light Lager was down slightly (-1.4%) for the second year. Surprisingly, IPAs were down, too, at -1.8%. Meanwhile, Lagers were up slightly (0.9%).

But Bud Light was actually up 7% nationally, and up more than 9% in host city, Tampa. “Michelob Ultra was also up both nationally (+3.5%) and in Tampa (+3%),” per BeerBoard. Meanwhile “2020’s big movers, Modelo Especial and Lagunitas IPA,” only saw “nominal gains of 0.4% and 0.3%, respectively.”