

On-Premise Status Report

February 11-14, 2021



OVERVIEW

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 February 11-14, 2021, and compare this to our two previous reports - January 28-31 and January 14-17.

Cheers!
The BeerBoard Team



OPEN RATE

Open Rate (locations open and pouring beer) held firm for the period, checking in at 90% for February 11-14.

Current Open Rate



February 11-14







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%	Jan 28-31	90%
Sept 11-13	92%	Feb 11-14	90%
Sept 25-27	92%		

TAPS: AVERAGE # OF TAPS





Nationally, Average Number of Taps held steady at 16 taps per location for the third consecutive period. Among the states tracked, six of the 10 added taps, led by a resurgent Michigan, which went from just seven taps Jan 28-31, to 18 this period (Feb 11-14). Illinois also continued its climb back, checking in with 12 taps pouring and up from five a month ago. Texas dropped two handles to fall to 15 per location.

	Jan 14-17  Avg. # Taps	Jan 28-31  Avg. # Taps	Feb 11-14  Avg. # Taps	% Change  From Previous	Same Weekend 2020  Avg. # Taps	YOY  % Change
National	16	16	16	—	31	-48.4%
Florida	17	17	18	+5.9%	34	-47.1%
Georgia	16	15	16	+6.7%	41	-61.0%
Texas	17	17	15	-11.8%	31	-51.6%
Tennessee	17	17	16	-5.9%	41	-61.0%
South Carolina	15	15	16	+6.7%	31	-48.4%
New York	16	16	17	+6.3	33	-48.5%
Illinois	5	10	12	+20.0%	27	-55.6%
Michigan	6	7	18	+157.1%	30	-40.0%
Minnesota	18	19	19	—	30	-36.7%
Nevada	18	18	18	—	32	-43.8%

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

TAPS: PERCENTAGE POURING

Percentage of Taps Pouring ticked back up to 60%, coming off a slight decrease the previous period. Michigan again showed a strong performance, rocketing up from 22% two weeks ago to check in at 62% (Feb 11-14). Illinois (+12.2%) and New York (+7.3%) also saw notable gains.

	Jan 14-17 	Jan 28-31 	Feb 11-14 	% Change 
	% Taps Pouring	% Taps Pouring	% Taps Pouring	From Previous
National	60%	58%	60%	+3.4%
Florida	72%	70%	72%	+2.9%
Georgia	66%	64%	67%	+4.7%
Texas	68%	67%	58%	-13.4%
Tennessee	61%	61%	58%	-4.9%
South Carolina	68%	67%	70%	+4.5%
New York	55%	55%	59%	+7.3%
Illinois	22%	41%	46%	+12.2%
Michigan	20%	22%	62%	+181.8%
Minnesota	65%	67%	67%	—
Nevada	66%	65%	65%	—

* *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

Volume ticked down for the second straight period, this time down a nominal -1.2% after a decline of -9.9% (Jan 28-31). Michigan, the big mover of the period, was up an incredible +354.3%, while South Carolina (+17.7%) and Florida (+15.2%) saw more modest growth. Texas saw a decline of -19.4% on the weekend.

**VOLUME
CHANGE
PER LOCATION**

**Compared to
Jan 28-31**



% Change

**Compared to
Same Weekend 2020**









% Change

National	-1.2%	-43%
Florida	+15.2%	-30%
Georgia	+0.7%	-42%
Texas	-19.4%	-38%
Tennessee	+1.1%	-33%
South Carolina	+17.7%	-42%
New York	+8.1%	-41%
Illinois	+2.0%	-63%
Michigan	+354.3%	-42%
Minnesota	-8.7%	-69%
Nevada	+4.3%	-43%

* Volume totals per location

VOLUME: RATE OF SALE

Rate of Sale dipped slightly nationally and fell (0.8%) for the second straight period. Michigan (+68.0%), Florida (+12.5%) and South Carolina (+12.3%) all realized noticeable gains. Texas was again in decline for the second consecutive period, falling -12.3% on the weekend.

RATE OF SALE	Jan 14-17  30-Day ROS	Jan 28-31  30-Day ROS	Feb 11-14  30-Day ROS	% Change  From Previous	Same Weekend 2020  30-Day ROS	YOY  % Change
National	2.88	2.64	2.62	-0.8%	2.04	+28.4%
Florida	3.67	3.19	3.59	+12.5%	2.06	+74.3%
Georgia	2.70	2.55	2.65	+3.9%	1.23	+115.4%
Texas	5.46	5.19	4.55	-12.3%	3.26	+43.6%
Tennessee	3.54	3.20	3.31	+3.4%	1.67	+98.2%
South Carolina	2.91	2.69	3.02	+12.3%	1.13	+167.3%
New York	1.66	1.80	1.82	+1.1%	1.39	+30.9%
Illinois	3.40	2.88	2.59	-10.1%	1.81	+43.1%
Michigan	2.35	1.53	2.57	+68.0%	1.93	+33.2%
Minnesota	2.69	2.77	2.49	-10.1%	2.49	—
Nevada	2.75	2.39	2.50	+4.6%	3.52	-30.0%

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

CATEGORY & STYLE PERFORMANCE

In Volume share, Domestics (+0.4%) and Craft (0.4%) both saw ever-so-slight gains, siphoning away that margin from Imports (-0.8%). In Tap Share, Domestics were +0.6% to climb to 27.1%, while Craft dropped 0.5%. The Top Five Styles remained unchanged.

January 14-17

Volume Share Tap Share



Domestic	54.4%	26.3%
Craft	31.4%	57.0%
Import	14.2%	16.7%

January 28-31

Volume Share Tap Share



Domestic	52.4%	26.5%
Craft	32.9%	56.6%
Import	14.7%	16.9%

February 11-14

Volume Share Tap Share



Domestic	52.8%	27.1%
Craft	33.3%	56.1%
Import	13.9%	16.8%

Top 5 Styles

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

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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 or 888.298.3641.

We always love talking beer!

