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On-Premise Report: BeerBoard Says Texas Draft Sales Drop Amid Winter Storms; Floridians Choose Beer, per Nielsen CGA

Jessica Infante | Feb. 18, 2021 at 12:57 PM

coronavirus

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BeerBoard: Draft Sales Decline in Texas Amid Severe Winter Storms

Texas draft beer volumes declined by nearly a fifth during BeerBoard's February 11-14 draft report.

Draft beer volumes last weekend dropped by 19.4% compared to BeerBoard's January 28-31 survey as the state was battered by winter storms that crippled its power grid, leaving almost 4 million people without electricity (<https://www.nbcnews.com/news/weather/knocked-out-texas-millions-face-record-lows-without-power-new-n1257964>). BeerBoard, which tracks draft beer sales at on-premise establishments nationwide, reported that the average number of taps pouring at bars and restaurants in Texas declined 11.8%.

Across the country, the rate of establishments open and pouring beer held steady at 90% for the second consecutive bi-weekly survey period in a row. Draft volumes per location declined 1.2% nationally between the January 28-31 weekend and February 11-14, but some states posted impressive increases. Michigan draft volume increased 354.3% between the two survey periods; bars and restaurants in the state were permitted to reopen (<https://www.wxyz.com/open/bars-restaurants-allowed-to-re-open-in-michigan-on-monday-with-capacity-restrictions-curfews>) with capacity restrictions on February 1.

Florida (+15.2%), South Carolina (+17.7%), New York (+8.1%), Nevada (+4.3%), Illinois (+2%), Tennessee (+1.1%) and Georgia (+0.7%) all posted volume increases. In addition to Texas, volumes also declined in Minnesota (-8.7%).



Nielsen CGA: Beer Leads as Choice Beverage for Floridians

In Florida, where bars and restaurants have been fully reopened longer than most other states, on-premise consumers choose beer over other drinks in most outings, NielsenIQ's on-premise market research division NielsenCGA found in a new report

(https://f.hubspotusercontent10.net/hubfs/4851710/Nielsen%20CGA/COVID19_Impact_Report_Feb11_FLORIDA%20ONLY.pdf?utm_campaign=COVID-19%20US&utm_medium=email&_hsmi=110820699&_hsenc=p2ANqtz-8EfmTH38bWCnkh1Erno8B8pk-N4qJiMp0VQc4kBBH5bf_cvFdu0z9LqKKd-XIVPNqLqy3213K9PScz4ZBtb-KvCgMc5SA&utm_content=110820699&utm_source=hs_email).

NielsenCGA surveyed 1,224 legal drinking age adults who have visited on-premise establishments in Florida about what they drank upon returning to various classes of trade. Beer led the way during first visits to sports bars (54%), neighborhood bars (50%) and independent restaurants (27%). It was a close second (20%) to table wine (22%) in respondents' first return visits to fine dining restaurants. At casual dining chains, soft drinks (27%) were first, followed by beer (22%).

Since the state lifted restrictions, the majority of respondents have visited casual dining chains (57%). Half have visited independent restaurants, and more than a quarter visited sports bars (28%), neighborhood bars (27%) and fine dining restaurants (27%). Slightly less than a quarter (24%) have visited

polished casual restaurants, and 16% have visited hotel bars and restaurants.

The most popular occasion for visiting an on-premise establishment was drinks with food, which half of respondents have done. The second most popular occasion was dining out as a treat or reward (34%) or a celebration (34%). A quarter of respondents visited bars or restaurants for romantic occasions. Other reasons for visits included brunch (20%), watching sports (15%), after work drinks (15%), before or after another event (10%), high tempo occasions (8%) and business meetings (7%).

Dining companions for on-premise visits were most often partners/spouses (54% across all age groups), although the youngest age group (21-34) were more likely to visit bars and restaurants with friends (49%) than spouses or partners (39%).

Nearly half (49%) of responses estimated their alcohol spend per visit is about the same as they were spending before the COVID-19 pandemic began. Only 14% said they're spending more, but this number increases to 22% in the 21-34 age group. Thirty-six percent of respondents said they're spending less.

Restaurants in 24% of states and bars in 22% of states are completely open.