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ST PATTY'S DAY READS: BEERBOARD PEGS THEIR ON-PREMISE UNIVERSE DOWN 21% OVER 2019

As the on-premise starts to open back up, with mass vaccination efforts and dropping rates of COVID, the industry looks toward St. Patrick's Day as an early indicator of on-premise progress.

We have an early read from BeerBoard, whose client list includes both independent bars to some of the largest chains in the U.S., from Buffalo Wild Wings to Hooters. They compared St. Patrick's Day 2021 to that of 2019, "due to little actionable data for 2020." Based on that comparison, on-premise volumes (in the BeerBoard universe) were down almost 21% on the holiday this year.

That's not bad, considering the on-premise is far from fully back. To wit, "when looking at performance over the past year, on-premise volume has been down anywhere between 48-51%," says BeerBoard. "This could be a sign of good things to come as the holiday brought customers back and drinking beer."

LAGERS UP, IPA, STOUTS DOWN. Though St. Patty's Day is the national holiday of dark beer (especially Guinness), it was lagers that actually grew in this comparison of year-before-last vs. now.

Light lagers were up 8.8% in BeerBoard data, while lagers were up almost 18%. Meanwhile, IPA was down 14.3%, and stouts were down 8% — but Guinness was only down 1.2%, which, considering the comps, ain't bad.

DOMESTIC WERE UP AND RULED SHARE. Domestics were up 4%, at 54% volume share. Craft was down 6.3%. Imports were up slightly, +2.1%.