

April 27, 2021

ON-PREMISE HOLDING STEADY FOR THE LATEST WEEKEND

While things are definitely looking up for the on-premise, it's holding more-or-less steady in several categories, according to BeerBoard's latest report for the weekend of April 22-25.

The open rate has been holding firm at 92% for the past two months, since the weekend of February 25-28. The national average number of taps pouring has also held firm, coming in at 18 for the past three, two-week periods.

As for the percentage of taps pouring, there was a slight uptick nationally for the period versus the previous weekend measured (April 8-11), up 1.5% to 68%. National volumes were up 2.6% for the weekend compared to the previous period. There's still a long road to pre-pandemic volumes, however. Compared to 2019, volumes were down 36% on a national basis.

The 30-day rate of sale also experienced slight growth for the weekend of April 22-25, coming in at 2.82, +0.7% versus the previous period. That's up 18.9% compared to the same weekend in 2019.

Craft jumped a bit for the period in volume share, up one point to 32.6%, taking the share point from domestics, which dropped to 51.5% share.