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## **ON-PREMISE VOLUMES DROP 12% IN LATEST BEERBOARD; WHAT'S GOING ON?**

The latest on-premise status report from draft/technology company BeerBoard, which manages \$1 billion in retail draft sales with its services, has a pause-worthy revelation for its latest report. The latest period, May 6-9, saw a “sizable decline” for volumes, which were down more than 12% vs. the prior period (April 22-25).

That represented the “biggest fall since early February, when volume dropped -9.9%,” per BeerBoard. It’s particularly notable because it includes an on-premise friendly occasion: Mother’s Day.

Each of the 10 states the company tracks were down in this latest period, led by South Carolina, which was down 20.6%; Georgia, which was down 19.5%; and Tennessee, which was down more than 19%. Even states like Florida and Texas, whose on-premises have seen a resurgence, were down 15.6% and 10.6%, respectively.

Rate of Sale fell for the weekend, too, down 11.7%.

What’s going on? First, we should note, the prior comparison period had been strong, making for a tough comp. But then, too, the BeerBoard guys think that “the confluence of the Kentucky Derby (house parties) and Mother’s Day (family gatherings) had an impact,” per JC Whipple.

That’s probably true: After all, many people spent 2020 remodeling their living spaces, often attempting to bring the bar/restaurant “home.” So they probably intend to use that home premise more going forward. How that will ultimately affect the on-premise remains to be seen.

The other metrics BeerBoard usually covers in these updates remained largely the same: The Open Rate (amount of locations open and pouring beer) clocked in at 92% for the sixth consecutive period. It’s been at 90% or higher since January. Average number of tap handles are still at 18, for the fifth straight period.

National percentage of taps pouring slid ever so slightly, to 67%, vs. 68% the prior period.