

May 27, 2021

On-Premise Continues Its Comeback, With Gains Across Volume, Open Rates and Tap Handle Trends

Speaking of the on-premise.

In the latest on-premise status report from BeerBoard, which manages more than \$1 billion retail draft sales among top on-premise chains, shows more improvements in the channel.

Where the prior report covering May 6-9 saw double digit volume declines, this most recent report saw gains across a host of factors.

Volume change per location grew 9.2% this latest period, May 20-23.

In fact, “nine of the 10 states tracked were up for the period, led by Nevada (+23.2%), Florida (+14.5%), Texas (+12.6%) and Georgia (+12.1%),” the company said. Michigan was the only state to see a decline among this set – and it was more like flat, down – 0.6%.

Then, too, the open rate, measuring locations open and pouring beer, ticked up a percentage point, to 93%. That’s significant because it’s the highest rate BeerBoard has seen since early May 2020, when it was a mere 16%.

The average number of taps is up per location, too. “After a five-period run of holding firm at 18 per location,” it hit 19. Note, that’s still down 50% vs. the same-weekend average in 2019.

Still, it’s progress.