On-Premise Status Report

June 3-6, 2021

BEERBOARD

OVERVIEW

BeerBoard is the leading technology company enabling the food & beverage industry to make data-driven decisions about its bar business. We manage over $1 billion in retail draft beer sales and 60,000 products through our industry-leading solution.

Our patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory.

In this On Premise Status Report, we take a look at June 3-6, 2021, and compare this to our two previous reports - May 20-23 and May 6-9.
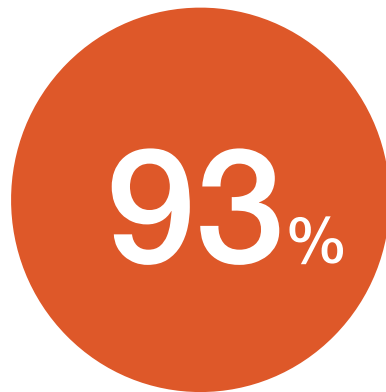
Cheers!
The BeerBoard Team

OPEN RATE

Open Rate (locations open and pouring beer) held firm for the period, with 93% of locations open. The rate had been at 90%, or above, since late January.

Current Open Rate

93%

June 3-6, 2021

Weekly Rates

2020		2021	
May 8-10	16%	Jan 14-17	85%
May 22-25	45%	Jan 28-31	90%
June 5-7	66%	Feb 11-14	90%
June 19-21	84%	Feb 25-28	92%
July 3-5	86%	March 11-14	92%
July 17-19	91%	March 25-28	92%
July 31-Aug 2	89%	April 8-11	92%
Aug 14-16	91%	April 22-25	92%
Aug 28-30	91%	May 6-9	92%
Sept 11-13	92%	May 20-23	93%
Sept 25-27	92%	June 3-6	93%
Oct 9-11	92%		
Oct 23-25	92%		
Nov 6-8	90%		
Nov 20-22	85%		
Dec 4-6	84%		
Dec 18-20	81%		
Dec 31 - Jan 3	80%		

TAPS: AVERAGE # OF TAPS

Average Number of Taps checked in at 19 per location nationally for the second straight period. Illinois added three taps, climbing to 18 per location, while Nevada added one to get back to 22. South Carolina dropped one handle, falling back to an average of 16. Seven of the states tracked held firm from the prior period.

	May 6-9 Avg. # Taps	May 20-23 Avg. # Taps	June 3-6 Avg. # Taps	% Change From Previous	Same Weekend 2019 Avg. # Taps	YOY % Change
National	18	19	19	—	38	-50.0%
Florida	17	18	18	—	36	-50.0%
Georgia	16	17	17	—	34	-50.0%
Texas	18	18	18	—	36	-50.0%
Tennessee	18	19	19	—	42	-54.8%
South Carolina	16	17	16	-6.3%	30	-46.7%
New York	18	19	19	—	34	-44.1%
Illinois	16	15	18	+20.0%	30	-40.0%
Michigan	22	22	22	—	36	-38.9%
Minnesota	21	21	21	—	34	-38.2%
Nevada	20	21	22	+4.8%	32	-31.3%

* average number of taps is rounded to the nearest whole number

** Due to all states not being open on the Same Weekend 2020, we compared against Same Weekend 2019

TAPS: PERCENTAGE POURING

Percentage Taps Pouring checked in at 70% for the second straight period. Five of the states tracked some nominal gains, paced by Tennessee, which was +3.0%. Florida, Georgia and Minnesota were all +1.4%, while Nevada was a tick behind at +1.3%.

	May 6-9	May 20-23	June 3-6	% Change
	% Taps Pouring	% Taps Pouring	% Taps Pouring	From Previous
National	67%	70%	70%	—
Florida	71%	73%	74%	+1.4%
Georgia	66%	69%	70%	+1.4%
Texas	68%	72%	72%	—
Tennessee	62%	66%	68%	+3.0%
South Carolina	70%	70%	70%	—
New York	64%	67%	67%	—
Illinois	63%	61%	64%	-4.9%
Michigan	70%	71%	71%	—
Minnesota	73%	73%	74%	+1.4%
Nevada	76%	79%	80%	+1.3%

* *Percentage Pouring is current percentage of taps pouring vs total number taps listed per location*

* *% Change From Previous compares the current period against the previous period*

VOLUME: CHANGE PER LOCATION

Volume grew for the second consecutive period with a nominal +1.6% on the weekend. South Carolina led seven states which grew over the weekend, climbing +15.5%. Georgia (+11.9%), Florida (+7.5%) and Tennessee (+6.8%) all saw healthy gains.

VOLUME CHANGE PER LOCATION	Compared to May 20-23	Compared to Same Weekend 2019
	% Change	% Change
National	+1.6%	-37%
Florida	+7.5%	-33%
Georgia	+11.9%	-32%
Texas	+4.2%	-30%
Tennessee	+6.8%	-42%
South Carolina	+15.5%	-40%
New York	-12.0%	-44%
Illinois	-5.7%	-52%
Michigan	+0.6%	-37%
Minnesota	-2.4%	-60%
Nevada	+4.7%	-28%

* Volume totals per location

** Due to reduced actionable data from Same Weekend 2020, we compared against Same Weekend 2019

VOLUME: RATE OF SALE

Like Volume, Rate of Sale saw a slight tick forward, climbing +1.9% on the weekend. South Carolina (+12.9%) saw the largest jump among states tracked, followed by Tennessee (+8.7%), Georgia (+5.6%) and Florida (+5.3%).

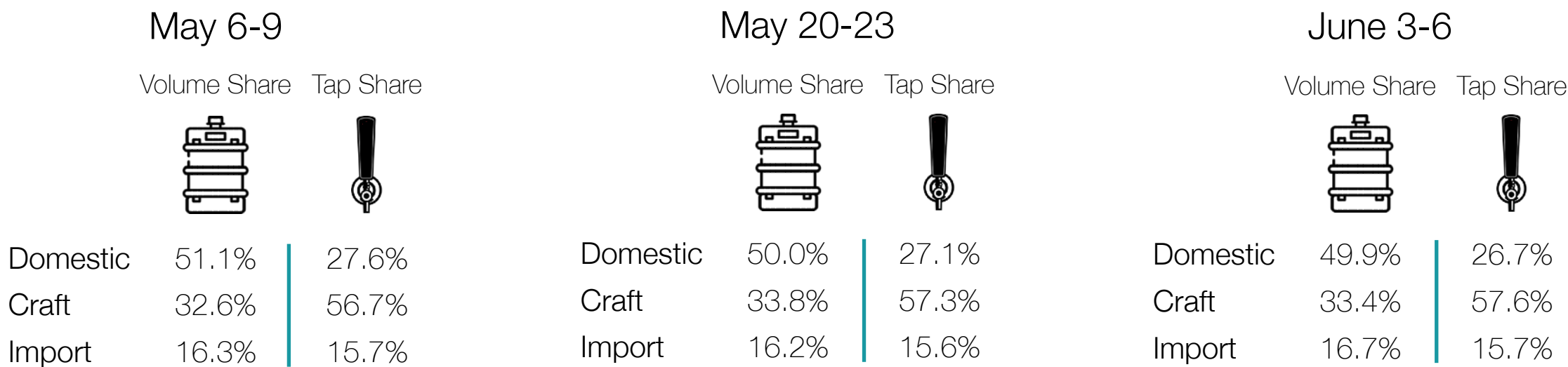| RATE OF SALE	May 6-9	May 20-23	June 3-6	% Change	Same Weekend 2019	YOY
	30-Day ROS	30-Day ROS	30-Day ROS	From Previous	30-Day ROS	% Change
National	2.49	2.61	2.66	+1.9%	2.35	+13.2%
Florida	3.06	3.38	3.56	+5.3%	2.38	+49.6%
Georgia	2.30	2.50	2.64	+5.6%	1.31	+101.5%
Texas	5.09	5.49	5.63	+2.6%	3.63	+55.1%
Tennessee	3.00	2.89	3.14	+8.7%	1.80	+74.4%
South Carolina	2.40	2.40	2.71	+12.9%	1.22	+122.1%
New York	1.76	1.70	1.69	-0.6%	1.50	+12.7%
Illinois	2.48	2.67	2.52	-5.6%	2.38	+5.9%
Michigan	2.42	2.38	2.35	-1.3%	2.14	+9.8%
Minnesota	2.22	2.44	2.34	-4.1%	2.72	-14.0%
Nevada	2.57	3.08	3.11	+1.0%	3.93	-20.9%

* % Change From Previous compares the current period against the previous period

** Due to reduced actionable data from Same Weekend 2020, we compared against Same Weekend 2019

CATEGORY & STYLE PERFORMANCE

Both Volume Share and Tap Share were both relatively flat over the weekend. The Top Five Styles remained unchanged.

May 6-9

	Volume Share	Tap Share
Domestic	51.1%	27.6%
Craft	32.6%	56.7%
Import	16.3%	15.7%

Top 5 Styles
1. Light Lager
2. Lagers
3. IPA
4. Belgian Wit / White Ale
5. Wheat / Hefeweizen

May 20-23

	Volume Share	Tap Share
Domestic	50.0%	27.1%
Craft	33.8%	57.3%
Import	16.2%	15.6%

Top 5 Styles
1. Light Lager
2. Lagers
3. IPA
4. Belgian Wit / White Ale
5. European Ales

June 3-6

	Volume Share	Tap Share
Domestic	49.9%	26.7%
Craft	33.4%	57.6%
Import	16.7%	15.7%

Top 5 Styles
1. Light Lager
2. Lagers
3. IPA
4. Belgian Wit / White Ale
5. European Ales

ABOUT BEERBOARD

BeerBoard is a leading technology company enabling the food & beverage industry to make data-driven decisions about its bar business. It manages over $1 billion in retail draft beer sales and 60,000 products through its industry-leading solution. The company's patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory. Built for retailers, brewers and distributors, the versatile technology is easily operated from a single dashboard, and it has streamlined operations and increased top and bottom line revenue all over the United States.

Thirsty For More?
Want to see where BeerBoard's data and insights can take you and your operation? Contact us at retailsales@beerboard.com or 888.298.3641.

We always love talking beer!