

# On-Premise Status Report

June 17-20, 2021



# OVERVIEW

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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 17-20, 2021, and compare this to our two previous reports - June 3-6 and May 20-23.

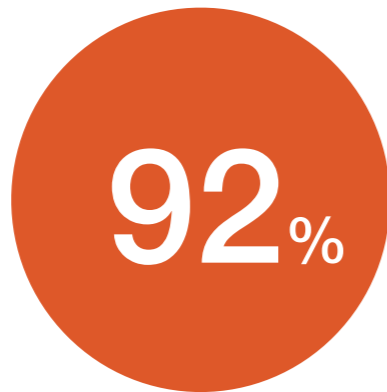
Cheers!  
The BeerBoard Team



# OPEN RATE

Open Rate (locations open and pouring beer) fell back to 92% of locations open, after the previous two periods checking in at 93%. The rate has consistently registered at 90%, or above, since late January.

## Current Open Rate



June 17-20, 2021

## Weekly Rates



### 2020







May 8-10	16%
May 22-25	45%
June 5-7	66%
June 19-21	84%
July 3-5	86%
July 17-19	91%
July 31-Aug 2	89%
Aug 14-16	91%
Aug 28-30	91%
Sept 11-13	92%
Sept 25-27	92%
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%

### 2021

Jan 14-17	85%
Jan 28-31	90%
Feb 11-14	90%
Feb 25-28	92%
March 11-14	92%
March 25-28	92%
April 8-11	92%
April 22-25	92%
May 6-9	92%
May 20-23	93%
June 3-6	93%
June 17-20	92%

# TAPS: AVERAGE # OF TAPS

Average Number of Taps has held firm at 19 per location nationally for the third straight period. Four states added one handle per location — Florida, Michigan, New York and South Carolina. Illinois and Nevada dropped one handle each.





	May 20-23  Avg. # Taps	June 3-6  Avg. # Taps	June 17-20  Avg. # Taps	% Change  From Previous	Same Weekend 2019  Avg. # Taps	YOY  % Change
National	19	19	19	—	38	-50.0%
Florida	18	18	19	+5.6%	38	-50.0%
Georgia	17	17	17	—	34	-50.0%
Texas	18	18	18	—	36	-50.0%
Tennessee	19	19	19	—	41	-53.7%
South Carolina	17	16	17	+6.3%	32	-46.9%
New York	19	19	20	+5.3%	33	-39.4%
Illinois	15	18	17	-5.6%	31	-45.2%
Michigan	22	22	23	+4.5%	35	-34.3%
Minnesota	21	21	21	—	34	-38.2%
Nevada	21	22	21	-4.5%	31	-32.3%

\* 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

After clocking in at 70% for two straight periods, Percentage Taps Pouring ticked up one point to 71%. Eight of the 10 states tucked grew on the weekend, paced by Tennessee, which grew from 68% to 72%.



	May 20-23 	June 3-6 	June 17-20 	% Change 
	% Taps Pouring	% Taps Pouring	% Taps Pouring	From Previous
National	70%	70%	71%	+1.4%
Florida	73%	74%	75%	+1.4%
Georgia	69%	70%	72%	+2.9%
Texas	72%	72%	67%	-6.9%
Tennessee	66%	68%	72%	+5.9%
South Carolina	70%	70%	70%	—
New York	67%	67%	69%	+3.0%
Illinois	61%	64%	66%	+3.1%
Michigan	71%	71%	73%	+2.8%
Minnesota	73%	74%	76%	+2.7%
Nevada	79%	80%	81%	+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 third consecutive period, seeing another nominal climb of +1.0% on the weekend. Illinois grew a healthy +18.9%, while Georgia (+9.9%) and South Carolina (+7.4%) each saw increases for the second consecutive weekend.







VOLUME CHANGE PER LOCATION	Compared to June 3-6 	Compared to Same Weekend 2019 
	% Change	% Change
National	+1.0%	-36%
Florida	+2.3%	-31%
Georgia	+9.9%	-28%
Texas	-6.1%	-34%
Tennessee	-3.0%	-41%
South Carolina	+7.4%	-37%
New York	+5.5%	-40%
Illinois	+18.9%	-46%
Michigan	+8.7%	-32%
Minnesota	+3.1%	-57%
Nevada	+5.4%	-24%

\* 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 another slight tick forward, climbing a nominal +0.4% for the period. Seven of the 10 states tracked saw increases on the weekend, paced by Michigan (+33.6%), Minnesota (+14.5%) and Illinois (+12.7%) which each saw healthy growth.

RATE OF SALE	May 20-23  30-Day ROS	June 3-6  30-Day ROS	June 17-20  30-Day ROS	% Change  From Previous	Same Weekend 2019  30-Day ROS	YOY  % Change
National	2.61	2.66	2.67	+0.4%	2.38	+12.2%
Florida	3.38	3.56	3.56	—	2.37	+50.2%
Georgia	2.50	2.64	2.84	+7.6%	1.33	+113.5%
Texas	5.49	5.63	5.31	-5.7%	3.67	+44.7%
Tennessee	2.89	3.14	3.12	-0.6%	1.86	+67.6%
South Carolina	2.40	2.71	2.80	+3.3%	1.24	+125.8%
New York	1.70	1.69	1.74	+3.0%	1.49	+16.8%
Illinois	2.67	2.52	2.84	+12.7%	2.40	+18.3%
Michigan	2.38	2.35	3.14	+33.6%	2.23	+40.8%
Minnesota	2.44	2.34	2.68	+14.5%	2.75	-2.5%
Nevada	3.08	3.11	3.30	+6.1%	3.97	-16.9%

\* % 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

Volume Share and Tap Share were relatively flat for the second consecutive period. In Top Five Styles, Wheat / Hefeweizen moved back into the #5 position, replacing European Ales.

May 20-23

Volume Share Tap Share



Domestic	50.0%	27.1%
Craft	33.8%	57.3%
Import	16.2%	15.6%

June 3-6

Volume Share Tap Share



Domestic	49.9%	26.7%
Craft	33.4%	57.6%
Import	16.7%	15.7%

June 17-20

Volume Share Tap Share



Domestic	49.5%	26.4%
Craft	34.2%	57.8%
Import	16.3%	15.8%

## Top 5 Styles

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

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## Top 5 Styles

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



# ABOUT BEERBOARD

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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](mailto:retailsales@beerboard.com) or 888.298.3641.

We always love talking beer!

