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BeerBoard: On-Premise Volume and Rate of Sale Continue to Grow

While on-premise open rates, average taps, and taps pouring remained relatively unchanged, volume and rate of sale saw continued growth in the June 3-6 report from BeerBoard, the food and beverage technology company.

On-premise volume grew +1.6% compared to the previous weekend, which included the Memorial Day holiday. South Carolina performed the best of the observed states, with volume growth of +15.5%, followed by Georgia (+11.9%), Florida (+7.5%) and Tennessee (6.8%). New York was the only state to record a significant loss in volume (-12%).

Despite the growth, volume is still down significantly compared to 2019. Minnesota (-60%) and Illinois (-52%) posted the highest percentage change compared to the same weekend in 2019. All other observed states were down a minimum of -30% compared to 2019, with the exception of Nevada (-28%).

Rate of sale also increased last weekend, +1.9 nationally. South Carolina (+12.9%) again led in growth, followed by Tennessee (+8.7%), Georgia (+5.6%) and Florida (+5.3%). Illinois (-5.6%) Minnesota (-4.1%), Michigan (-1.3%) and New York (-0.6%) each recorded negative growth in the category compared to the Memorial Day weekend.

Unlike volume, on-premise rate of sale is looking up compared to 2019. South Carolina (+122.1%) and Georgia (+101.5%) posted the largest growth year-over-year. Only two states — Nevada (-20.9%) and Minnesota (-14.0%) — declined.

The average number of taps per location stayed at 19 for the second week in a row. Illinois added three taps (+20%), Nevada added one (+4.8%), and South Carolina dropped one (-6.3%). The rest of the states remained unchanged from the weekend before. In the same weekend in 2019, the average number of taps per location was 38.

Finally, volume and tap share remained relatively unchanged compared to the past two weekends. Domestic beer leads volume share at 49.9%, down -0.1% from the week before, followed by craft (33.4%, -0.4%) and imports (16.7%, +0.5%). Craft leads tap share (57.6%), followed by domestic (26.7%) and import (15.7%).

The top five styles remained unchanged (in order): light lager, lagers, IPA, Belgian wit/white ale, and wheat/hefeweizen.