

On-Premise Status Report

July 8-11, 2021



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 July 8-11, 2021, and compare this to our two previous reports - June 17-20 and June 3-6.

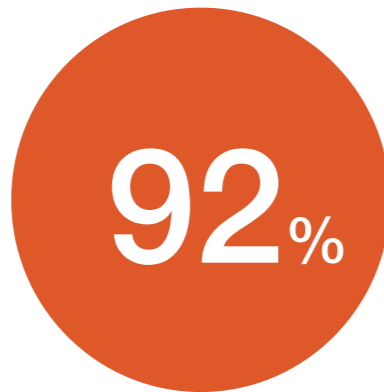
Cheers!
The BeerBoard Team



OPEN RATE

Open Rate (locations open and pouring beer) held firm at 92% of locations open for the second consecutive period. The rate has consistently registered at 90%, or above, since late January.

Current Open Rate



July 8-11, 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%
July 8-11	92%

TAPS: AVERAGE # OF TAPS

Average Number of Taps climbed to an average of 20 per location nationally. Five states tracked added one handle each — Illinois, Minnesota, Nevada, Texas and South Carolina.





	 June 3-6 Avg. # Taps	 June 17-20 Avg. # Taps	 July 8-11 Avg. # Taps	 % Change From Previous	 Same Weekend 2019 Avg. # Taps	 YOY % Change
National	19	19	20	+5.3%	40	-50.0%
Florida	18	19	19	—	38	-50.0%
Georgia	17	17	17	—	34	-50.0%
Texas	18	18	19	+5.6%	38	-50.0%
Tennessee	19	19	19	—	40	-53.7%
South Carolina	16	17	18	+5.9%	33	-46.9%
New York	19	20	20	—	32	-39.4%
Illinois	18	17	18	+5.9%	33	-45.2%
Michigan	22	23	23	—	34	-34.3%
Minnesota	21	21	22	+4.8%	35	-38.2%
Nevada	22	21	22	+4.8%	32	-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

Percentage Taps Pouring climbed for the second straight period, up to 73% nationally. South Carolina jumped six points to clock in at 76%, while Illinois (70%) and Texas (73%) were both +4% on the weekend.



	June 3-6 	June 17-20 	July 8-11 	% Change 
	% Taps Pouring	% Taps Pouring	% Taps Pouring	From Previous
National	70%	71%	73%	+2.8%
Florida	74%	75%	75%	—
Georgia	70%	72%	72%	—
Texas	72%	67%	73%	+9.0%
Tennessee	68%	72%	69%	-4.2%
South Carolina	70%	70%	76%	+8.6%
New York	67%	69%	70%	+1.4%
Illinois	64%	66%	70%	+6.1%
Michigan	71%	73%	74%	+1.4%
Minnesota	74%	76%	78%	+2.6%
Nevada	80%	81%	82%	+1.2%

* *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 saw a big jump on the weekend, growing +14.2%. Every state tracked saw growth for the period, led by Tennessee (+21.3%), Illinois (+14.0%) and Michigan (+13.4%).







VOLUME CHANGE PER LOCATION	Compared to June 17-20 	Compared to Same Weekend 2019 
	% Change	% Change
National	+14.2%	-30%
Florida	+9.5%	-27%
Georgia	+7.8%	-25%
Texas	+10.8%	-29%
Tennessee	+21.3%	-32%
South Carolina	+6.3%	-32%
New York	+10.3%	-32%
Illinois	+14.0%	-34%
Michigan	+13.4%	-26%
Minnesota	+8.3%	-51%
Nevada	+8.9%	-19%

* Volume totals per location

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

VOLUME: RATE OF SALE

Similar to Volume, Rate of Sale saw noted growth on the weekend, up +12.7% to check in at 3.01 kegs per 30 days. Tennessee led eight states tracked with +15.4% growth for the period. Other states with notable growth include Illinois and New York at +9.2% each, Florida (+8.4%) and Georgia (+8.1%).

RATE OF SALE	June 3-6  30-Day ROS	June 17-20  30-Day ROS	July 8-11  30-Day ROS	% Change  From Previous	Same Weekend 2019  30-Day ROS	YOY  % Change
National	2.66	2.67	3.01	+12.7%	2.39	+25.9%
Florida	3.56	3.56	3.86	+8.4%	2.36	+63.6%
Georgia	2.64	2.84	3.07	+8.1%	1.33	+130.8%
Texas	5.63	5.31	5.69	+7.2%	3.71	+53.4%
Tennessee	3.14	3.12	3.60	+15.4%	1.85	+94.6%
South Carolina	2.71	2.80	2.88	+2.9%	1.24	+132.3%
New York	1.69	1.74	1.90	+9.2%	1.49	+27.5%
Illinois	2.52	2.84	3.10	+9.2%	2.45	+26.5%
Michigan	2.35	3.14	2.75	-12.4%	2.24	+22.8%
Minnesota	2.34	2.68	2.45	-8.6%	2.79	-12.2%
Nevada	3.11	3.30	3.51	+6.4%	4.02	-12.7%

* % 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 flat for the third consecutive period. In Top Five Styles, European Ales and Wheat / Hefeweizen continue to flip-flop, with Euro Ales stepping back into the #5 position.

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%

July 8-11

Volume Share Tap Share



Domestic	49.0%	26.2%
Craft	34.0%	57.8%
Import	17.0%	16.0%

Top 5 Styles

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

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

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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!

