

On-Premise Status Report

July 22-25, 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 total bar 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 22-25, 2021, and compare this to our two previous reports - July 8-11 and June 17-20.

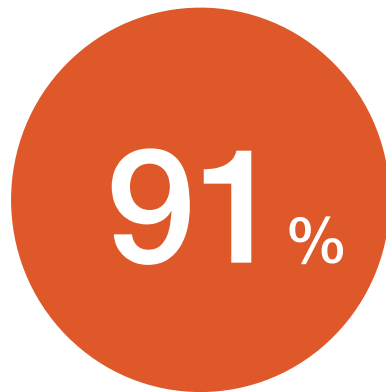
Cheers!
The BeerBoard Team



OPEN RATE

Open Rate (locations open and pouring beer) dipped down a point to check in at 91% of locations open. This follows two consecutive periods at 92%. The rate has consistently registered at 90%, or above, since late January.

Current Open Rate



July 22-25, 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%
July 22-25	91%

TAPS: AVERAGE # OF TAPS

Average Number of Taps dropped one handle to average 19 per location nationally. Seven states tracked lost one handle each, while three states held firm from the prior period.





	June 17-20 	July 8-11 	July 22-25 	% Change 	Same Weekend 2019 	YOY 
	Avg. # Taps	Avg. # Taps	Avg. # Taps	From Previous	Avg. # Taps	% Change
National	19	20	19	-5.0%	38	-50.0%
Florida	19	19	18	-5.3%	37	-51.4%
Georgia	17	17	17	—	34	-50.0%
Texas	18	19	18	-5.3%	37	-51.4%
Tennessee	19	19	18	-5.3%	39	-53.8%
South Carolina	17	18	17	-5.6%	34	-50.0%
New York	20	20	20	—	33	-39.4%
Illinois	17	18	17	-5.6%	34	-50.0%
Michigan	23	23	23	—	33	-30.3%
Minnesota	21	22	21	-4.5%	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

Percentage Taps Pouring dialed back to 70% on the weekend, following two straight periods of growth. Each of the 10 states tracked saw a decline for the period, led by South Carolina, which fell from 76% to 71%.

	June 17-20	July 8-11	July 22-25	% Change
				
	% Taps Pouring	% Taps Pouring	% Taps Pouring	From Previous
National	71%	73%	70%	-4.1%
Florida	75%	75%	72%	-4.0%
Georgia	72%	72%	70%	-2.8%
Texas	67%	73%	71%	-2.7%
Tennessee	72%	69%	66%	-4.3%
South Carolina	70%	76%	71%	-6.6%
New York	69%	70%	68%	-2.9%
Illinois	66%	70%	66%	-5.7%
Michigan	73%	74%	73%	-1.4%
Minnesota	76%	78%	75%	-3.8%
Nevada	81%	82%	79%	-3.7%

* *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 lost all of its growth from last period, and then some. Coming off a +14.2% climb July 8-11, volume realized a -17.8% drop for July 22-25. Each state tracked saw a decline, with Tennessee (-26.4%), Nevada (-22.2%) and Georgia (-20.1%) among the most significant.

VOLUME CHANGE PER LOCATION

Compared to July 8-11



% Change

Compared to Same Weekend 2019



% Change







National	-17.8%	-34%
Florida	-17.4%	-35%
Georgia	-20.1%	-36%
Texas	-13.6%	-33%
Tennessee	-26.4%	-38%
South Carolina	-12.4%	-35%
New York	-15.6%	-37%
Illinois	-18.9%	-38%
Michigan	-10.9%	-30%
Minnesota	-14.3%	-55%
Nevada	-22.2%	-25%

* Volume totals per location

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

VOLUME: RATE OF SALE

Rate of Sale also saw the gains from the prior period evaporate this weekend, as it was -16.4% for the period. Similar to Volume, Tennessee (-20.0%), Nevada (-18.8%) and Georgia (-17.6%) were the leaders among each state realize a decline on the weekend.

RATE OF SALE	June 17-20 	July 8-11 	July 22-25 	% Change 	Same Weekend 2019 	YOY 
	30-Day ROS	30-Day ROS	30-Day ROS	From Previous	30-Day ROS	% Change
National	2.67	3.01	2.54	-16.4%	2.40	+5.8%
Florida	3.56	3.86	3.36	-13.0%	2.38	+41.2%
Georgia	2.84	3.07	2.53	-17.6%	1.31	+93.1%
Texas	5.31	5.69	5.07	-10.9%	3.71	+36.7%
Tennessee	3.12	3.60	2.88	-20.0%	1.86	+54.9%
South Carolina	2.80	2.88	2.62	-9.0%	1.26	+107.9%
New York	1.74	1.90	1.66	-12.6%	1.52	+9.2%
Illinois	2.84	3.10	2.60	-16.1%	2.46	+5.7%
Michigan	3.14	2.75	2.46	-10.5%	2.24	+9.8%
Minnesota	2.68	2.45	2.19	-10.6%	2.79	-21.5%
Nevada	3.30	3.51	2.85	-18.8%	4.04	-29.1%

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

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CATEGORY & STYLE PERFORMANCE

For the fourth consecutive period, Volume Share and Tap Share were flat for the third consecutive period. After a few periods of movement between European Ales and Wheat / Hefeweizen at #5, Euro Ales held firm and the Top Five Styles remained unchanged on the weekend.

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%

July 22-25

Volume Share Tap Share



Domestic	49.0%	26.7%
Craft	33.8%	57.3%
Import	17.2%	16.0%

Top 5 Styles

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

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- 2. Lagers
- 3. IPA
- 4. Belgian Wit / White Ale
- 5. European Ales

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- 1. Light Lager
- 2. Lagers
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- 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 total bar 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!

