

August 18, 2021

BeerBoard On-Premise Trends Rebound a Bit

The latest BeerBoard results grokking on-premise trends have rebounded slightly from the prior report, which had shown volumes down double digits, likely reeling from the Delta variant.

Recall, the outlet reported volume and rate of sale slowdown in its accounts universe (tracking over \$1 billion in full bar sales) over the weekend of July 22-25, where volumes were down almost 18% in the period vs. the prior read (from July 8-11).

But the most recent read, covering the weekend of August 12-15, saw slight gains. Most notably, volume was up 3.8% over the period vs. that one in late July. In fact, seven of the 10 states BeerBoard tracks saw growth, “led by Nevada (+17.0%), New York (+6.5%) and Georgia (+6.3%).”

Rate of sale, which had fallen double digits last go-round, saw a bit of a bounce as well. It was up 2.8% over August 12-15. Here, Nevada outpaced the other tracked states, up +14.4%. New York, Georgia and Tennessee were up mid-single digits.

Other metrics, like open rate and average number of taps, were the same as last read — 91% and 19, respectively, which are both slightly down from prior periods. Meanwhile, percentage of taps pouring “ticked back up to 71% after falling back to 70% in the last period.”

DOMESTIC VOLUME SHARE TICKS UP A HAIR, AT EXPENSE OF IMPORTS. Finally, this is interesting, considering the relative growth rates of domestics vs. imports in the off-premise:

Domestics grew their draft volume share +0.9%, “taking most of that from imports, which was -0.7% [for] the period.” Domestics are at 49.9% volume share of draft, while imports are at 16.5%.