

September 28, 2021

On-Premise Volumes Inch Closer to 2019 Levels in Latest BeerBoard Report

BeerBoard says it has seen a “marked increase” in volume for the third straight period across its universe of accounts. Recall, the on-premise tech company manages more than \$1 billion in draft and full bar sales.

For its latest biweekly report, the company shared trends for the weekend of September 23-26, 2021, compared to the weekend of August 26-29. Almost all on-premise metrics they track showed improvements when looking at these time frames.

The open rate (of locations open and pouring beer) remained at 91%, as with the prior few weeks. But the average number of taps crept up to 20, from 19 the prior two periods. Then, too, the average percentage of taps pouring jumped to 74%, after several periods stuck at 71%. Eight of the 10 states they track saw increases here, with the highest rates in Florida, which improved to 77% this period, up from 73%. South Carolina climbed to 76%, up from 72%.

But back to the most noteworthy trend, those volume accelerations we mentioned at the story’s outset.

In the latest read, national volume trends aren’t that far off from 2019 levels — at least, compared to earlier months in 2020 and 2021.

BeerBoard-tracked on-premise average volume change per location was up 13.7% for the weekend of September 23-26 (compared to August 26-29) — down only 18% from the comparable period in 2019. (Note, the August 26 weekend was down 26% vs. 2019.) And that almost 14% gain came on top of previous gains, too, at +10.8% and +3.8% the two prior periods.

In fact “every state tracked saw double-digit growth, led by Tennessee (+30.1%), Illinois (+29.4%) and New York (+26.7%),” per BeerBoard.

Rate of sale accelerated also. It “grew for the third straight period, up +12.8% on the weekend. Each of the 10 states tracked saw growth, led by Illinois (+26.8%), Minnesota (+22.6%) and New York (+20.9%),” per company.