

October 13, 2021

On-Premise Holding Fast in Latest BeerBoard Report

The on-premise has managed to recover in a big way over the course of 2021, and the growth keeps on coming for beer volumes, according to BeerBoard's latest report for the weekend of October 7-10.

The latest biweekly report found that the national open rate is steady at 91%, the same as the last four periods measured. The on-premise has seen at least a 90% open rate since late January 2021.

The average number of taps held steady at 20 per location nationally and the percentage of taps pouring also held firm, at 74% for the second period in a row.

Volumes were up for the fourth consecutive period nationally, up 4.7% versus the weekend of September 23-26. Volumes are still shy of where they were at this time in 2019, down 16% compared to the same weekend two years ago. Eight out of ten of the tracked states saw growth, with Texas (up 9%), Georgia (up 8%) and South Carolina (up 6.8%) leading the pack.

Rate of sale also logged growth for a fourth consecutive period, up 6% on a national basis. Texas, South Carolina, and Georgia claimed the top spots in rate of sale as well, up 8.8%, 8.7% and 6.7%, respectively.

As for category performance, domestic, craft and import beers held relatively steady in their volume share versus the previous period (Sept. 23-26), but domestics crept up on craft in tap handle share, gaining 1.4% share period-over-period, while craft lost 1.6% share. Meanwhile, imports gained 0.2% in tap share.