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On-Premise Gains Stall in Latest BeerBoard Report

After several weeks of steady volume gains, the weekend of October 21-24 saw on-premise volume trends dip mid-single digits. That's the latest from BeerBoard's On-Premise Status Report, which measures trends across the \$1 billion bar sales universe it services with its digital data solutions.

Most metrics in this latest read, which compare the latest weekend of October to that of October 7-10 and September 23-26, remained relatively steady: the current open rate (locations open and pouring beer) is at 91% for the sixth consecutive period. Average number of taps at locations are still at 20 as well, down from 40 in 2019. Percentage of taps pouring, however, slipped just a bit — down to 73%, after two prior periods at 74%.

None of that is particularly blink-worthy. But volume per location trends definitely tapped the brakes this recent period.

After four periods of growth, where volume trends were up almost 5%, 14%, 11% and 4%, this latest period saw volume trends slow by 6.6%.

In fact, seven of the 10 states that BeerBoard specifically tracks saw declines, led by South Carolina (-11.1%) and Texas (-10.5%). Florida, also one of the largest beer markets, was also down almost double digits, at -8.3%. Michigan, New York and Tennessee were all up around 1% (or slightly more).

“Tied together with Volume, Rate of Sale fell for the first time after four straight periods of growth,” per outlet report. “This weekend, ROS was -4.7% nationally, while seven of the 10 states tracked saw declines.”

What gives? Weather? A light weekend for sports? Supply chain? Early Christmas shopping? Or simply a blip? Perhaps we'll know soon.