

November 10, 2021

BeerBoard Sees On-Premise Volume Gains Bounce Back

After a period of mid-single digit declines, BeerBoard is seeing on-premise volumes make up what they'd lost the previous period.

For the weekend of Nov 4-7, the latest period, volumes were up 6.1% in the on-premise universe that BeerBoard tracks. That's compared to a drop of 6.6% in the prior period, the weekend of Oct 21-24.

But that late October slip came after a string of gains, BeerBoard noted, where trends had been up +4.7%, +13.7%, +10.8% and +3.8%. So it seems on-premise volumes are steadily tracking closer to normal.

To wit: In the most recent period (Nov 4-7), volumes are only down 14% vs. the same weekend in 2019.

And "Eight of the 10 states tracked saw growth, paced by Illinois (+9.5%), Florida (+7.4%) and South Carolina (+7.1%)."

The open rate (at 91%) and average number of taps pouring (at 20, down 50% from 2019) have been stable for many periods. The percentage of taps pouring grew slightly the latest period vs. the prior period, up 2.7% to 75%.