

November 9, 2021

BeerBoard: On-Premise Rebounds After Period of Decline

Zoe Licata | November 9, 2021 at 2:08 PM

Both volume and rate of sale in the on-premise bounced back over the weekend of November 4-7, after a weekend of decline in the period before (October 21-24), BeerBoard reported in its latest “On-Premise Status Report.”

While volume decreased -6.6% nationally for the weekend of October 21-24, the on-premise recovered most of the lost volume in the latest period, increasing +6.1% from November 4-7. Eight of the 10 states tracked reported volume growth over the weekend, led by Illinois (+9.5%), Florida (+7.4%) and South Carolina (+7.1%). Still, volume remained below the same weekend in 2019, decreasing -14% year-over-year.

Rate of sale (ROS) recovered entirely from its previous period of loss, increasing +4.9% nationally from Nov 4-7. The 30-day ROS returned to 3.19 in the latest period, after falling from 3.19 to 3.04 during the period of October 21-24.

Eight of the tracked states recorded increased ROS, led by South Carolina (+8.4%), Georgia (+7.7%) and Illinois (+5.1%). Similarly, eight of the 10 states recorded increased ROS year-over-year compared to the same weekend in 2019, with the exception of Minnesota (-12.5%) and Nevada (-12.2%). Nationally, ROS increased +23.6% compared to the same weekend in 2019.

The average number of taps per location remained at 20 nationally for the fourth consecutive period. Three states — Illinois (18), Nevada (22) and Tennessee (19) each added one handle, while New York (20) dropped one handle. Compared to the same weekend in 2019, the number of taps remained -50% nationally, with each state reporting between 33.3% and 51.4% fewer taps per location.

The percentage of taps pouring nationally increased +2.7% to 75% during the latest period, after decreasing -1% to 73% in the period before (October 21-24). Seven of the 10 recorded states reported an increase, led by Tennessee (+4.6%), Illinois (+4.5%) and Nevada (+3.8%), which continues to have the highest percentage (82%).

Volume and tap share remained flat, with domestic beer (50.7%) continuing to make up the majority of volume, and craft dominating tap share (56.4%). The top five styles of beer were also unchanged for the period, with light lager at No. 1, followed by lagers, IPA, Belgian wit, and European ales.

Open rate held at 91% for the seventh consecutive period. It has remained above 90% since the last weekend of January, 2021.