

January 11, 2022

BeerBoard Sees On-Premise Metrics Slump

The latest BeerBoard report, which tracks more than a billion in total bar sales, shows a step back for the on-premise amid rampant COVID infection numbers.

Examining the weekend of January 6-9, most on-premise metrics fell behind the prior reporting frame's trends – with volumes down almost 14% from this latest period vs. the weekend of December 16-19.

VOLUMES DROP. Specifically, the latest period's volumes were down 13.6%, on top of an almost 6% decline the prior period.

“Tennessee saw the biggest decline, down 33.9%, followed by Illinois (-24.3%), New York (-20.6%) and South Carolina (-19.3%),” per report. “Each of the 10 states tracked were down on the weekend.”

Rate of sale also dropped 10.2% vs. the prior period. This is the third fall in the last four reports.

OPEN RATES LOWEST IN A YEAR. But that's not all — BeerBoard's open rate (“locations open and pouring beer”) also fell to its lowest rate in a year. At 89% for the latest period, it was down from an uptick to 93% the prior period.

This most recent open rate number represents the first time the metric has slipped into sub-90% territory since January of 2021. This could likely be due to staff shortages.

PERCENTAGE OF TAPS POURING SLIP AGAIN, TOO. Percentage of taps pouring were also down, continuing a sloping trend. It clocked in at 68% this period, having previously fallen from 75% to 74% over the prior period, Dec 16-19.

Percentage of taps pouring was down for each of the 10 states BeerBoard tracks for this report, with many down double digits, including Tennessee (-16.2%), Illinois (-11.4%) and Georgia (-11.1%).

Then too, the average number of taps per location dropped to 18, “after six consecutive reports of 20 taps per location nationally.”