



# 2022 BIG GAME POUR REPORT

## News and Notes

### BEER VOLUME UP SIGNIFICANTLY

The bright lights of Los Angeles were in full effect yesterday and America was ready to celebrate the biggest sporting day on the calendar. The day of the “Big Game” saw draft beer volume realize a significant bump, climbing **+41%** nationally when compared to the 2021 Big Game. Of note, volume was **down -9.6%** from 2020 pre-pandemic levels.

**+41%**  
more beer pouring

### STYLE & BRAND PERFORMANCE

After two years of being flat, **Light Lager** saw a big lift (+30%) in volume, but was still **-3.9% points in overall share**. Since 2020, the style has **lost -9.3%** in share percentage.

**Lagers**, +42% in volume in 2022, were up a nominal +0.3% in share this year, but is up a solid **+2.6% overall** since 2020.

**Bud Light** was the top brand nationally, and realized a nice bump of +18% in volume. **Modelo Especial** was the biggest mover among leading brands poured, climbing **+70% nationally** and an eye-popping **+212% in Los Angeles**, the Big Game’s host city.

## BIG GAME IMPACT ON CITIES

For the second straight year, the host city was also the home of a participating team. **Los Angeles** saw a **massive spike of +341%** in pour volume when compared against 2021, though it should be noted the city was under heavy Covid restrictions at the time. When looking at the date of the 2020 Big Game, LA was **down -17.6%**. **Modelo Especial** was the top brand poured in the city for the day.

**Cincinnati**, returning to the Big Game for the first time in 33 years, was **up a healthy +55%** over 2021 volume and +13% over 2020. Fans enjoying the game, at least until the end, made **Bud Light** the preferred draft beer in The Queen City.

**+341%**

**LOS ANGELES**  
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