

February 28, 2022

BeerBoard: On-Premise Open Rate Returns to Previous High of 93%

Jessica Infante Feb. 28, 2022 at 2:55 PM

The open rate of bars, breweries and restaurants tracked by BeerBoard has returned to 93% during the February 24-27 weekend, the highest it has been since May 2020, according to the Syracuse, New York-based on-premise tracking firm.

Nationwide, the open rate of on-premise establishments last hit 93% during BeerBoard's December 16-19 survey period, just before the omicron variant of COVID-19 caused a spike in cases in the U.S. The last time the open rate reached its 93% ceiling was in late May and early June, before the delta variant took hold.

Bars and restaurants began 2022 at an open rate of 89% during the January 6-9 survey period, which is lower than all but the first BeerBoard survey period of 2021 (85% for January 14-17, 2021).

The average number of taps per location was 19, an +11.8% increase compared to the same time last year. Of the 11 states BeerBoard tracks, only California bars and restaurants posted an increase in taps (+5%, to 21), compared to the January 27-30 survey period. Six states' average tap rate remained steady (Georgia, Tennessee, South Carolina, Illinois, Minnesota and Nevada). Florida saw the steepest decline in number of taps (-10%), followed by Texas (-5.3%), New York (-5%) and Michigan (-4.2%).

The percentage of taps pouring nationwide remained flat from BeerBoard's January 27-30 survey at 72%. Four states posted increases in taps pouring, California (+4.2%, to 75%), Illinois (+3.1%, to 67%), New York (+2.9%, to 70%) and Tennessee (+1.5%, to 68%).

Volume declined -7.1% nationwide compared to the late January survey, but increased +30.4% year-over-year.

"Volume saw a -7.1% decline on the weekend, after being up +14.7% the prior period," BeerBoard wrote. "In fact, volume has seen declines in three of the last four periods reviewed."

Only Tennessee posted an increase in volume (+3.5%) compared to last month. Nevada (-16.6%), Florida (-15.9%), Georgia (-14.2%) and California (-14%) posted the steepest volume declines month-over-month. However, only Georgia (-2.8%) and South Carolina (-5%) posted year-over-year declines in volume.

“With a -3.9% decline on the weekend, rate of sale has now seen a fall in four of the five previous reports,” BeerBoard wrote.

Tennessee (+0.6%) was the only tracked state to post an increase in rate of sale. California (-13.3%), Nevada (-13.2%) and Georgia (-11.3%) posted the steepest rate-of-sale declines.

Nationally, rate of sale increased +3.6% year-over-year.