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BeerBoard: Draft Sales During Super Bowl Increase +41% Nationwide, +341% in Los Angeles, +55% in Cincinnati

Jessica Infante Feb. 14, 2022 at 1:10 PM

Super Bowl watchers consumed +41% more draft beer at bars and restaurants tracked by BeerBoard than they did in 2021, the on-premise data firm announced.

“The bright lights of Los Angeles were in full effect yesterday and America was ready to celebrate the biggest sporting day on the calendar,” BeerBoard wrote. “The day of the ‘Big Game’ saw draft beer volume realize a significant bump, climbing +41% nationally when compared to the 2021 Big Game.”

However, draft volume sales declined -9.6% compared to Super Bowl LIV in 2020, before the COVID-19 pandemic forced the nationwide closure of bars and restaurants.

Nationally, light lagers increased +30% in volume, but declined -3.9% in share, continuing a downward slide in which the style has lost -9.3% in share since 2020. Lagers grew +42% in volume compared to 2021 and increased share +0.3% over last year and +2.6% since 2020.

This year, non-craft domestic beer accounted for 48.8% of all beer poured, marking a -4.8% decline compared to 2021 and -6.5% compared to 2020. Craft beer’s share of draft volume increased +4% over 2021 Super Bowl sales, to 34.7%. Since 2020, craft beer’s draft share has increased +4.4%. Imports also increased share of draft with a 16.5% share (+0.8% vs. 2021, +2.1% vs. 2020).

Draft sales of Bud Light, the largest beer brand from Super Bowl sponsor Anheuser-Busch InBev, increased +18% nationally – a “nice bump,” according to BeerBoard. Constellation Brands’ Modelo Especial was “the biggest mover among leading brands poured,” with an increase of +70% nationally.

In Los Angeles – which both hosted the Super Bowl and is the home of the winning team, the Los Angeles Rams – pour volume increased +341% compared to the day Super Bowl LV was played in 2021.

“It should be noted the city was under heavy COVID restrictions at the time,” BeerBoard added.

Compared to the day Super Bowl LIV was played, draft sales in Los Angeles declined -17.6%.

Modelo Especial was the top draft brand poured in the city and its volume increased “an eye-popping +212%,” BeerBoard wrote.

Draft sales in Cincinnati, Ohio – home of the losing team, the Cincinnati Bengals, who made their first Super Bowl appearance in 33 years – increased +55% over the day of Super Bowl LV and +13% over the day of Super Bowl LIV. Bud Light was the top-selling draft beer in the city this year.