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## STILL BUMPY IN THE ON-PREMISE, PER LATEST BEERBOARD

Speaking of the year's sluggish start: the on-premise is still trying to find its groove, too. Of course, it's only one metric: But BeerBoard's latest on-premise report — covering the weekend of Feb 24-27 across the \$1 billion in draft and bar sales the company services — seemed to give back a lot of the gains it had reported in the prior tracked weekend, January 27-30th. That, after a soft showing across January 6-9.

Back to the latest: For the Feb. 24 weekend, volume was down a little more than 7% in the BeerBoard universe, after double-digit increases the prior period.

In fact, “volume has seen declines in three of the last four periods reviewed,” per BeerBoard. “Nevada (-16.6%), Florida (-15.9%), Georgia (-14.2%) and California (-14.0%) all saw double-digit declines. Tennessee (+3.5%) was the only state tracked to see a lift on the weekend.”

Rate of sale dipped too. It was down 3.9%, representing one of the four negative ROS trends in the past five periods.

“California (-13.3%), Nevada (-13.2%) and Georgia (-11.3%) were among 10 states tracked to see a decline. Tennessee was again the only state tracked to see an increase, though a nominal +0.6%.”

At least the open rate (“locations open and pouring beer”) showed a healthy trend in the latest period: it reached 93%, up from the prior roughly year-low trends of 90% and 89%.