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St. Patrick's Day Draft Trends Come Roaring Back — Up 9% Over 2019, Says BeerBoard

BeerBoard gave us a peek into how St. Patrick's Day celebrations shook out in the on-premise this year after COVID canceled and kneecapped the last two years of celebrations for the on-premise-heavy holiday.

In BeerBoard's universe (of more than \$1 billion in bar sales), draft volumes for St. Patty's Day were up over 118% nationally compared to the same day in 2021. Even when compared to the last "normal" St. Patrick's Day — before Covid struck in 2019 — draft volumes were up 9%.

LAGERS, IPAS AND STOUTS POURING FOR THE HOLIDAY. As for styles, light lagers and lagers "saw a healthy bump" for the holiday compared to last year, with light lagers up 116% and lagers up 74%. IPAs also recovered from a slight downturn last year, up 169% for 2022. Bud Light, Michelob Ultra and Coors Light were the top three brands poured nationally on the holiday this year.

Naturally, stouts stepped into the spotlight for St. Patty's. While they usually sit at #11 on BeerBoard's top styles list, the style climbed to #6 for the holiday, seeing 137% volume growth across the US. Top-poured stout Guinness, which usually sits just below the Top 10 brands list, hit #8 brand on St. Patrick's this year.

CELEBRATIONS BACK WITH A VENGEANCE IN NYC AND CHICAGO. New York City and Chicago welcomed back on-premise patrons after the last two St. Patrick's Day were spent under tight restrictions. NYC volumes were up 507% for the holiday over last year and Chicago volumes were up 628% over the same period.