

CRAFT BUSINESS DAILY

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Some On-Premise Metrics Ticking Upward

It's been slow going. But the on-premise is seeing some key metrics like volume and number of taps tick up vs. year ago, in latest BeerBoard data.

BeerBoard, which manages more than \$1 billion in on-premise bar sales (especially draft beer) just published its on-premise status report for the weekend of March 24-27.

Craft dominates share of taps, with 56.7% tap share and 34.2% volume share in this data, for the most recent weekend in March. Meanwhile, domestics dominate volume share, at almost 50%, but only 27.5% share of taps. Imports clock in at around 16% share of each.

VOLUME PER LOCATION UP MID SINGLES. Among key highlights, volume change per location was up 6.4% vs. the same weekend last year, and up 4.2% vs. the prior period (March 10-13).

After a bumpy start to the year, that marked the second consecutive volume growth reading, after a 3.3% climb for March 10-13.

In this latest period, vs. weekend of March 10, “Nevada (+17.1%) and Minnesota (+15.4%) realized double-digit growth, while California (+9.2%) and Michigan (+7.3%) were also among the 10 states tracked to see an uptick on the weekend,” per report.

NO. OF TAPS TICKING UPWARD TOO. Number of taps are creeping up as well. “Average Number of Taps remained at 20 per location nationally over the weekend,” but that's up from 19 in late February and 18 the same weekend last year.

“Four of the 11 states added one handle during” the latest period — “California (23), Illinois (18), Minnesota (21) and Nevada (21). The remaining seven states remained the same as the prior period.”

Percentage of taps pouring are eking out some growth as well. That metric hit 75% for the latest period, up from 73% the weekend of March 10, and 72% weekend of February 24.

For the latest period, nine of the 11 states tracked saw an increase on the weekend, “with growth paced by Minnesota (+6%), Illinois (+4%) and Nevada (+4%).”