

On-Premise Status Report

April 7-10, 2022



OVERVIEW

BeerBoard is the leading technology company enabling the food & beverage industry to make data-driven decisions about its bar business. We manage over \$1 billion in total bar sales and 60,000 products through our industry-leading solution.

Our patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory.

In this On Premise Status Report, we take a look at April 7-10, 2022, and compare this to our two previous reports - March 24-27 and March 10-13, 2022.

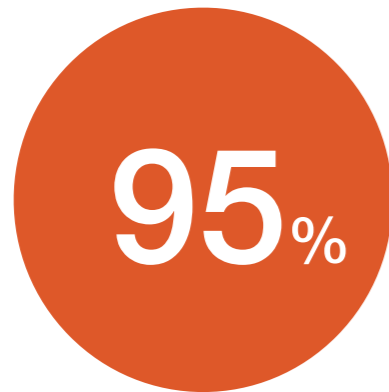
Cheers!
The BeerBoard Team



OPEN RATE

After two consecutive periods at 94%, the Open Rate (locations open and pouring beer) ticked up to 95% on the weekend. This now becomes the highest average since we started tracking this data back in May of 2020.

Current Open Rate



April 7-10, 2022

Weekly Rates



2020

| | |
|----------------|-----|
| May 8-10 | 16% |
| May 22-25 | 45% |
| June 5-7 | 66% |
| June 19-21 | 84% |
| July 3-5 | 86% |
| July 17-19 | 91% |
| July 31-Aug 2 | 89% |
| Aug 14-16 | 91% |
| Aug 28-30 | 91% |
| Sept 11-13 | 92% |
| Sept 25-27 | 92% |
| Oct 9-11 | 92% |
| Oct 23-25 | 92% |
| Nov 6-8 | 90% |
| Nov 20-22 | 85% |
| Dec 4-6 | 84% |
| Dec 18-20 | 81% |
| Dec 31 - Jan 3 | 80% |

2021

| | |
|-------------|-----|
| Jan 14-17 | 85% |
| Jan 28-31 | 90% |
| Feb 11-14 | 90% |
| Feb 25-28 | 92% |
| March 11-14 | 92% |
| March 25-28 | 92% |
| April 8-11 | 92% |
| April 22-25 | 92% |
| May 6-9 | 92% |
| May 20-23 | 93% |
| June 3-6 | 93% |
| June 17-20 | 92% |
| July 8-11 | 92% |
| July 22-25 | 91% |
| Aug 12-15 | 91% |
| Aug 26-29 | 91% |
| Sept 23-26 | 91% |
| Oct 7-10 | 91% |

2021







| | |
|-----------|-----|
| Oct 21-24 | 91% |
| Nov 4-7 | 91% |
| Dec 16-19 | 93% |

2022

| | |
|-------------|-----|
| Jan 6-9 | 89% |
| Jan 27-30 | 90% |
| Feb 24-27 | 93% |
| March 10-13 | 94% |
| March 24-27 | 94% |
| April 7-10 | 95% |

TAPS: AVERAGE # OF TAPS

Average Number of Taps remained at 20 per location nationally for the third consecutive period. Eight of the 11 states tracked held firm in their average from March 24-27. Nevada (22) was the only state tracked to add a handle, while California (22) and New York (20) dropped one handle each.





| | March 10-13  Avg. # Taps | March 24-27  Avg. # Taps | April 7-10  Avg. # Taps | % Change  From Previous | Same Weekend 2021  Avg. # Taps | YOY  % Change |
|----------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| National | 20 | 20 | 20 | — | 18 | +11.1% |
| Florida | 19 | 19 | 19 | — | 18 | +5.6% |
| Georgia | 17 | 17 | 17 | — | 16 | +6.3% |
| Texas | 19 | 19 | 19 | — | 18 | +5.6% |
| Tennessee | 19 | 19 | 19 | — | 19 | — |
| South Carolina | 17 | 17 | 17 | — | 16 | +6.3% |
| New York | 21 | 21 | 20 | -4.8% | 18 | +11.1% |
| Illinois | 17 | 18 | 18 | — | 15 | +20.0% |
| Michigan | 24 | 24 | 24 | — | 21 | +14.3% |
| Minnesota | 21 | 22 | 22 | — | 21 | +4.8% |
| Nevada | 20 | 21 | 22 | +4.8% | 20 | +10.0% |
| California | 22 | 23 | 22 | -4.3% | 18 | +22.2% |

* average number of taps is rounded to the nearest whole number

** Same Weekend is compared against Same Weekend 2021

TAPS: PERCENTAGE POURING

Percentage Taps Pouring continues to bounce up-and-down, dropping back one point to 74% after a two-point gain over the March 24-27 period. Nevada was the only state tracked to see a gain here on the weekend, ticking up to 80%. Six states saw a decline, with California, Georgia and Minnesota each realizing a two-point fall.

| | March 10-13  | March 24-27  | April 7-10  | % Change  |
|----------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| | % Taps Pouring | % Taps Pouring | % Taps Pouring | From Previous |
| National | 73% | 75% | 74% | -1.3% |
| Florida | 76% | 76% | 76% | — |
| Georgia | 71% | 72% | 70% | -2.8% |
| Texas | 72% | 74% | 74% | — |
| Tennessee | 69% | 70% | 69% | -1.4% |
| South Carolina | 75% | 74% | 74% | — |
| New York | 73% | 74% | 73% | -1.4% |
| Illinois | 68% | 72% | 71% | -1.4% |
| Michigan | 75% | 77% | 77% | — |
| Minnesota | 72% | 78% | 76% | -2.6% |
| Nevada | 75% | 79% | 80% | +1.3% |
| California | 76% | 78% | 76% | -2.6% |

* *Percentage Pouring is current percentage of taps pouring vs total number taps listed per location*

* *% Change From Previous compares the current period against the previous period*

VOLUME: CHANGE PER LOCATION

Coming off two periods of growth, Volume saw a slight decrease for -3.5% for the period. Nationally, Volume was +6.9% when compared to the same period in 2021. For the weekend, Georgia (+9.3%) and Florida (+2.1%) were the only two states tracked to see a lift. Minnesota (-9.4%) and Michigan (-8.8%) saw the largest declines among nine states to experience a loss.

VOLUME CHANGE PER LOCATION

Compared to March 24-27



% Change

Compared to Same Weekend 2021









% Change

| | | |
|----------------|-------|--------|
| National | -3.5% | +6.9% |
| Florida | +2.1% | +6.2% |
| Georgia | +9.3% | +13.6% |
| Texas | -2.1% | -9.0% |
| Tennessee | -3.7% | -6.3% |
| South Carolina | -5.2% | +7.8% |
| New York | -5.8% | +14.2% |
| Illinois | -4.3% | +20.8% |
| Michigan | -8.8% | +9.6% |
| Minnesota | -9.4% | +13.4% |
| Nevada | -3.6% | +15.5% |
| California | -1.7% | +37.9% |

* Volume totals per location

VOLUME: RATE OF SALE

Rate of Sale lost the entirety of its gain from two weekends prior and was -3.9% for April 7-10. Like Volume, Georgia (+10.2%) and Florida (+0.5%) were the only states tracked to see a positive return (no matter how slight in Florida's case). Michigan (-8.1%), Minnesota (-7.3%) and Nevada (-5.2%) were among eight states to see declines for ROS on the weekend.

| RATE OF SALE | March 10-13  30-Day ROS | March 24-27  30-Day ROS | April 7-10  30-Day ROS | % Change  From Previous | Same Weekend 2021  30-Day ROS | YOY  % Change |
|----------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| National | 2.94 | 3.06 | 2.94 | -3.9% | 2.80 | +5.0% |
| Florida | 3.76 | 3.74 | 3.76 | +0.5% | 3.52 | +6.8% |
| Georgia | 2.65 | 2.83 | 3.12 | +10.2% | 2.87 | +8.7% |
| Texas | 5.22 | 5.19 | 5.04 | -2.9% | 5.48 | -8.0% |
| Tennessee | 3.27 | 3.31 | 3.20 | -3.3% | 3.25 | -1.5% |
| South Carolina | 2.85 | 3.04 | 2.90 | -4.6% | 2.82 | -2.8% |
| New York | 2.12 | 2.19 | 2.11 | -3.7% | 1.73 | +21.9% |
| Illinois | 3.08 | 3.12 | 3.05 | -2.2% | 2.78 | +9.7% |
| Michigan | 2.94 | 3.08 | 2.83 | -8.1% | 2.51 | +12.7% |
| Minnesota | 2.93 | 3.14 | 2.91 | -7.3% | 2.61 | +11.5% |
| Nevada | 3.10 | 3.48 | 3.30 | -5.2% | 2.93 | +12.6% |
| California | 2.99 | 3.14 | 3.14 | — | 2.85 | +10.2% |

* % Change From Previous compares the current period against the previous period

CATEGORY & STYLE PERFORMANCE

Volume Share and Tap Share were both relatively flat for the weekend. Top Five Styles continues to remain unchanged.

March 10-13

Volume Share Tap Share



| | | |
|----------|-------|-------|
| Domestic | 49.7% | 27.5% |
| Craft | 34.0% | 56.5% |
| Import | 16.3% | 16.0% |

March 24-27

Volume Share Tap Share



| | | |
|----------|-------|-------|
| Domestic | 49.7% | 27.5% |
| Craft | 34.2% | 56.7% |
| Import | 16.1% | 16.2% |

April 7-10

Volume Share Tap Share



| | | |
|----------|-------|-------|
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| Craft | 34.2% | 56.7% |
| Import | 16.3% | 16.0% |

Top 5 Styles

1. Light Lager
2. Lagers
3. IPA
4. Belgian Wit / White Ale
5. European Ales

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ABOUT BEERBOARD

BeerBoard is a leading technology company enabling the food & beverage industry to make data-driven decisions about its full LBW business through Automated Intelligence. It manages over \$1 billion in total bar sales and 60,000 products through its industry-leading solution. The company's patented digital platform captures, analyzes, and reports real-time data related to bar performance, brand insights and inventory. Built for retailers, brewers and distributors, the versatile technology is easily operated from a single dashboard, and it has streamlined operations and increased top and bottom line revenue all over the United States.

Thirsty For More?

Want to see where BeerBoard's data and insights can take you and your operation? Contact us at retailsales@beerboard.com or 888.298.3641.

We always love talking beer!

