



BEERBOARD

BeerBoard Insights

Who & What is BeerBoard

Accessing real-time chain/state/location level insights to direct actions and drive sales performance



History



Complete Bar Management in one place



136,000 tap handles monitored across 7,000 locations and growing!



Technology & The Bar



SmartBar



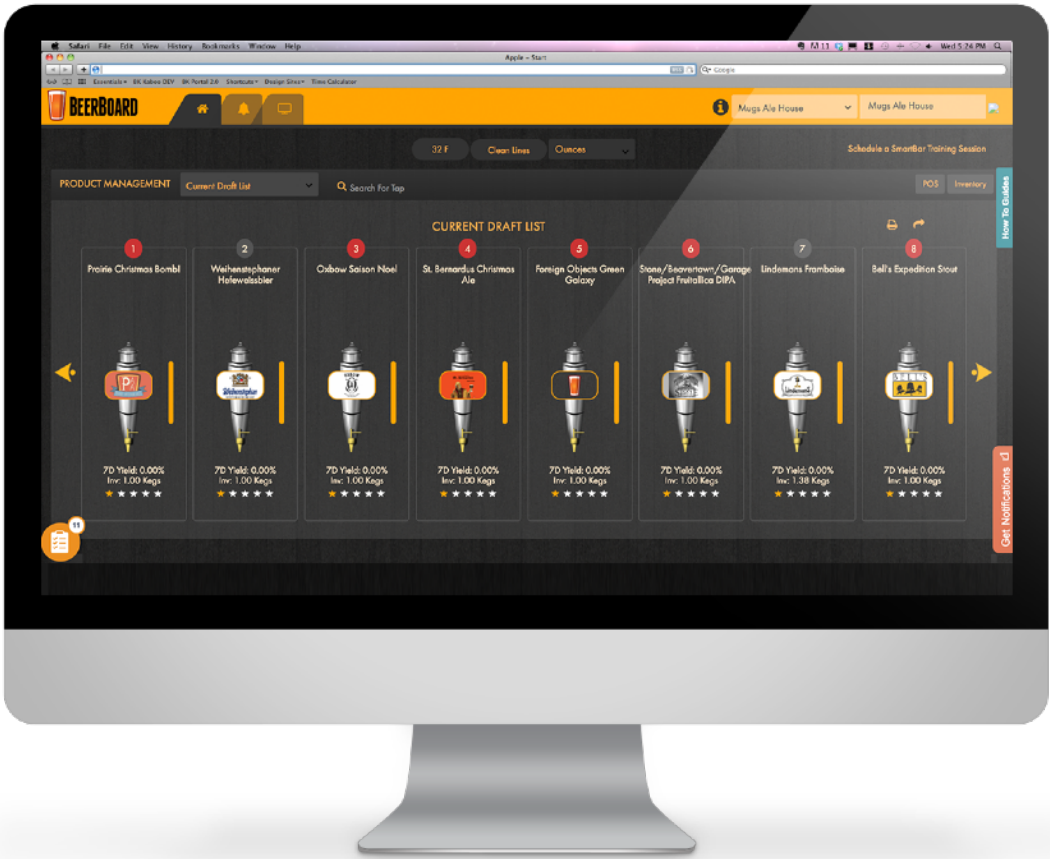
Claim Your Brand



SmartMenus



SmartOrders



Who Uses BeerBoard



BeerBoard Access



Insights Platform Logins



Emailed Reports

KNOWLEDGE-BASED PUBLICATION

BEER BUSINESS DAILY

NEWS. NUMBERS. MOTIVE.

February 9, 2021

On-Premise Beer Volumes Down 46% During Super Bowl, Says BeerBoard

On-premise data/insights company, BeerBoard, published the findings from its annual Big Game Pour Report, which monitors on-premise trends during the Super Bowl.

“On the day of the Big Game, beer volume was down a dramatic -46% nationally, when compared to the 2020 Big Game,” per company, which notes that the showing is on-premise “is on-pace with the average decline experienced weekly across the country.”

And while host city Tampa did much better –down only 28% in pour volume when compared to 2020 — “Kansas City, also a participant in the 2020 game, was down -55%” (also keep in mind that it was 5 degrees in Kansas City for much of the day). Meanwhile, Tom Brady’s former stomping grounds, Boston, was down 69%.

BRAND TRENDS. As for how beer subsegments fared: Light Lager was down slightly (-1.4%) for the second year. Surprisingly, IPAs were down, too, at -1.8%. Meanwhile, Lagers were up slightly (0.9%).

But Bud Light was actually up 7% nationally, and up more than 9% in host city, Tampa. “Michelob Ultra was also up both nationally (+3.5%) and in Tampa (+3%),” per BeerBoard. Meanwhile “2020’s big movers, Modelo Especial and Lagunitas IPA,” only saw “nominal gains of 0.4% and 0.3%, respectively.”



BeerBoard Founder & CEO, Mark Young, Honored by Nation's Restaurant News



SYRACUSE, NY (January 26, 2022) — BeerBoard, the leader in technology and automated intelligence for the on-premise hospitality industry, announced today that its Founder & CEO, **Mark Young**, has been honored by *Nation's Restaurant News* in being named one of the [Most Influential Suppliers and Vendors in the Country](#).

The list compiled by *Nation's Restaurant News (NRN)*, a leading trade publication, focused on people who are evolving the restaurant industry through fresh ideas and game-changing approaches to leadership, workforce, equity and inclusion, investment, restaurant technology, supply chain, growth models and more. It features suppliers and vendors who are leading well in the restaurant industry

Overall Product Trends



Overall product volume increased by 36.60% from 2020 to 2021



Top 10 brands in 2020 produced 69.42% of overall volume share (%)



The top 10 brands from 2020 remained in the top 10 for 2021.



The top 10 brands in 2021 produced 66.84% of overall volume share (%).

Hard Cider Trends



There has been a 5% increase in the number of metered hard cider taps from 2020 to 2021



Hard cider is replaced 57% of the time by a brand within the same style



Besides being replaced by its own style, hard cider is next commonly replaced by IPA's. 14.29% of hard ciders are replaced by an IPA

Hard Cider Trends

Category	30D Kegs/Tap	Volume Share (%)	Tap Share (%)
Domestic	3.83	50.09%	18.82%
Craft	0.86	34.58%	66.11%
Import	1.63	15.20%	14.81%

Top 11 Brands

National - Full Year 2021

Brand	30D Kegs/Tap	Volume Share (%)
1. Bud Light	6.32	14.96%
2. Michelob Ultra	5.51	11.86%
3. Miller Lite	4.67	9.73%
4. Coors Light	3.67	7.21%
5. Blue Moon Belgian White	2.42	5.18%
6. Modelo Especial	2.87	4.96%
7. Dos Equis Lager Especial	3.05	4.96%
8. Yuengling Lager	1.78	2.16%
9. Stella Artois	1.06	1.90%
10. Budweiser	1.38	1.85%
11. Angry Orchard Crisp Apple Cider	1.04	1.73%

Cider Performance

Top Performing States – Full Year 2021

Brand	30D Kegs/Tap	Volume Share (%)
National	0.84	2.16%
Rhode Island	1.20	5.94%
Maine	1.83	4.93%
Massachusetts	1.20	4.88%
New Hampshire	1.79	4.71%
Connecticut	1.02	4.27%

Cider Performance

Top 10 Brands – Full Year 2021

#8 Ciders (Volume Share: 2.16% , YOY Share Change:1.15%)

BRAND NAME	TOTAL VOLUME	CIDERS	KEGS (30 DAYS)
#1 Angry Orchard Crisp Apple Cider	1.73%, -1.94%	80.47%	1.04 Kegs
#2 Ace Pineapple Cider	0.04%, 18.55%	1.95%	0.49 Kegs
#3 Downeast Cider House Original Blend	0.03%, 51.44%	1.48%	0.98 Kegs
#4 Ace Pear Cider	0.02%, 6.73%	1.05%	1.52 Kegs
#5 Ciderboys Pineapple Hula Hard Cider	0.01%, 1414.09%	0.59%	0.70 Kegs
#6 Brooks Dry Cider	0.01%, 68.59%	0.57%	8.41 Kegs
#7 Bold Rock Virginia Apple	0.01%, 29.04%	0.52%	0.52 Kegs
#8 Bold Rock Carolina Apple	0.01%, 54.23%	0.44%	0.20 Kegs
#9 Original Sin Black Widow - Blackberry Cider	0.01%, 92.89%	0.42%	0.56 Kegs
#10 Ciderboys Strawberry Magic Hard Cider	0.01%, 130.17%	0.39%	0.35 Kegs

Cider Performance

Top 5 Brands (Excluding Angry Orchard) – Full Year 2021

Brand	30D Kegs/Tap	Volume Share (%)	Style Share (%)
Ace Pineapple Cide	0.49	0.04%	10.01%
Downeast Cider House Original Blend	0.98	0.03%	7.57%
Ace Pear Cider	1.52	0.02%	5.38%
Ciderboys Pineapple Hula Hard Cider	0.70	0.01%	3.03%
Brooks Dry Cider	8.41	0.01%	2.93%

Cider Performance

Top 5 Brands (Excluding Angry Orchard) – Comparing Full Year 2020 to Full Year 2021

Brand	30D Kegs/Tap	Volume Share (%)	Style Share (%)
Ace Pineapple Cide	+28.95%	—	+8.33%
Downeast Cider House Original Blend	+32.43%	+50%	+45.10%
Ace Pear Cider	+27.96%	—	+7.14%
Ciderboys Pineapple Hula Hard Cider	+218.18%	+100%	+5800%
Brooks Dry Cider	+202.52%	—	+3155%

Cider Performance

Compared to Other Styles

Style	30D Kegs/Tap	Volume Share (%)
Stouts / Porters	+82.61%	+65.89%
Hybrid / Vegetable / Fruit	+75.00%	+75.48%
American Ales	+9.09%	+112.64%
Pale Ales	+58.49%	+147.57%
Specialty / Seasonal	+18.31%	+412.34%

Cider Packaged Performance

Top 5 Brands - Full Year 2021

Style	Style Share
Angry Orchard Crisp Apple Cider	38.38%
Ace Pineapple Cider	25.11%
Angry Orchard Rose	13.03%
Woodchuck Hard Cider Amber	2.16%
Ace Pear Cider	1.87%

Cider Packaged Performance

Bottles or Cans



95% of packaged is sold from a bottle



The other 5% is sold from a can

