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May 11, 2022

## BeerBoard Partners with Molson Coors

Zoe Licata May. 11, 2022 at 2:38 PM

On-premise volume declined for the third consecutive period, decreasing -1.9% over the weekend of May 5-8 compared to the weekend before, according to the market research firm BeerBoard.

BeerBoard has partnered with Molson Coors Beverage Company, the market research firm announced today.

Through the partnership, Molson Coors will have access to BeerBoard's on-premise data and analytics, including "actionable insights, tap/share distribution, packaged product sales, brewery snapshots and market trends and rank," according to a press release.

Additionally, BeerBoard's SmartOrders technology – intended to help retailers and distributors with inventory and order consolidation – will be shared with retailers, distributors and suppliers within the Molson Coors network.

"By partnering with BeerBoard, Molson Coors is demonstrating its understanding of the technology landscape across all tiers," Jim Randall, BeerBoard VP of strategic development, said in the release. "BeerBoard remains committed to a three-tier friendly approach, which will ultimately help retailers, distributors, and suppliers make more profitable decisions."

BeerBoard's existing partnerships include Boston Beer Company, Constellation Brands, Lagunitas, Heineken, Diageo and Yuengling. The company also has partnerships with retailers, including Buffalo Wild Wings, Hooters, Twin Peaks, WingHouse, Mellow Mushroom and TGI Fridays.