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On-Premise Trends Take a Few Steps Back in Latest BeerBoard Report

While the channel was looking healthy heading into July, per story above, BeerBoard's latest on-premise status report shows a few sobering trends for bars and restaurants, as volumes, rate of sale and percentage of taps pouring have dipped for the last few periods. The latest data tracked trends from the weekend of July 7-10 vs. prior periods (their last reports were May 5-8 and April 21-24).

Most concerningly, volume was down for the fourth consecutive period in this latest set, down 11% vs. the weekend of May 5-8 (and down 3.8% vs. the same weekend in 2021). In fact, each of the 11 states that BeerBoard tracks were down for the weekend, "including six in double digits," while New York (-20%), Michigan (-16.8%) and Minnesota (-16.1%) "saw significant declines for the period."

Rate of sale sagged as well, having declined "three of the previous four periods tracked," per report. Rate of Sale checked in at 2.45 for the July 7 weekend, down -10.9% from May 5-8 (and 18.6% vs. prior year).

Finally, percentage of Taps Pouring fell for the fourth consecutive period, dropping back two points to 70%.

We asked the guys at BeerBoard why the last few periods have seen setbacks for their on-premise set.

"When looking back at Volume and ROS for 2019, current levels are more closely mirroring that period," a company spokesperson told BBD. "ROS exploded over the past few years due to retailers carrying less handles on average. After a strong period of growth post-Covid, coupled with summer travel, it looks like numbers are trending back to their 2019 levels."