



2022 NFL OPENING WEEKEND POUR REPORT

News and Notes

BEER VOLUME UP SIGNIFICANTLY

Nationwide, draft beer consumption was **up +21% for the NFL Opening Weekend** (Thursday-Sunday) when compared to the same period in 2021. This was the second straight year to realize growth (+19% '21 v '20). Volume in '22 is still down though (-17%) when compared against 2019. The top three states with the highest average pour volumes for the weekend were **Texas, Florida and California.**

+21%
more beer pouring

STYLE & BRAND PERFORMANCE

As is typical, especially around football-related events, America's most chosen style was **Light Lager**. This year, **Michelob Ultra** clocked in as the top brand poured, leading with a 11.3% share.

During the Opening Night game (Thursday), Buffalo's most popular beer was **Michelob Ultra** (12.4% share) and **Modelo Especial** (11.0% share) was the most poured beer in LA.

Nationally

11.3%

Michelob
Ultra

Buffalo

12.4%

Michelob
Ultra

Los Angeles

11.0%

Modelo
Especial

OPENING NIGHT IMPACT

Other key data findings of the report include pour volume for the highly anticipated match-up between the reigning champs (Los Angeles Rams) and the team many have picked to claim the title this year (Buffalo Bills).

As Josh Allen and his teammates returned to the field after a devastating playoff loss last year, pour volume in Buffalo on Thursday, Sept. 8, **grew a dramatic +378%** compared to the team's season opener last year.

Coming off a Super Bowl win (and possibly a hangover), beer volume in Los Angeles on Thursday was **down -11%** when compared to its previous season opener.

+378%

BUFFALO
Sept 8, 2022



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