

September 14, 2022

## TAPS FLOWING AS NFL GETS GOING: DRAFT CONSUMPTION UP 21% OVER THE WEEKEND, PER BEERBOARD

The full suite of football returned this past weekend with the NFL kickoff, giving consumers a good excuse to hit the on-premise pretty much anytime over the weekend.

And with that return draft consumption surged, according to BeerBoard, which manages more than \$1 billion in on-premise bar sales.

The company reported a 21% jump in poured beer over the weekend (Thursday to Sunday), marking the second straight year of double-digit growth on NFL opening weekend, as draft consumption jumped 19% in 2021 vs. 2020.

Despite the consecutive climb, however, volume this year was still a ways off from 2019, down 17%.

### MICH ULTRA THE TOP CHOICE OVER THE WEEKEND.

BeerBoard's measured accounts showed that Michelob Ultra was the top poured brand over the weekend with an 11.3 share.

### STATS FROM BUFFALO AND LA FOR OPENING NIGHT.

BeerBoard also put the respective cities from the official NFL kickoff on Thursday night under the microscope in its latest Pour Report.

What was a highly anticipated matchup between last year's champs, the Los Angeles Rams, and the favorite this year, the Buffalo Bills, ended up in a decided victory with the Bills beating the Rams 31-10.

And the growth in draft consumption between the two cities was another lopsided affair for Buffalo, as the city saw its pour volume up 378% versus the Bill's opener last year; while Los Angeles was down 11% in volume compared to the Ram's previous opener.

The top beer poured in Buffalo on game day was Michelob Ultra with a 12.3% share, while Modelo Especial ranked as the top choice in LA at 11%.