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## BeerBoard: Draft Sales +21% During NFL Opening Weekend

**Jessica Infante** Sept. 12, 2022 at 1:31 PM

Football is back and so are draft sales, according to on-premise data firm BeerBoard.

Draft beer consumption nationwide increased +21% during the NFL's opening weekend (Thursday, September 8-Sunday, September 11), compared to the same period in 2021.

"This was the second straight year to realize growth," BeerBoard wrote, adding that draft sales during the 2021 NFL opening weekend increased +19% compared to 2020.

The NFL season kicked off last Thursday as the Buffalo Bills defeated the Super Bowl LVI champions Los Angeles Rams 31-10 at SoFi Stadium. Draft sales in Buffalo nearly quintupled (+378%) compared to Bills' opening day last year, when they lost to the Pittsburgh Steelers at home on Sunday, September 12.

Overall, the most poured style of beer was light lager, which BeerBoard noted "is typical, especially around football-related events."

Even though Anheuser-Busch InBev's Bud Light is the official beer of the NFL, its sister brand Michelob Ultra captured the most share in both Buffalo (12.4%) and nationwide (11.3%) during the game.

In Los Angeles, Constellation Brands' Modelo Especial was the most poured beer with 11% share. However, beer volume in Los Angeles declined -11% compared to the Rams' opening day last year, when they beat the Chicago Bears 34-14 at SoFi Stadium on Sunday, September 12.

Despite draft beer's strong start to football season, volume still has not recovered to 2019 levels, BeerBoard noted. At the state level, Texas, Florida and California recorded the highest average pour volumes.