



2023 BIG GAME POUR REPORT

News and Notes

BEER VOLUME UP SIGNIFICANTLY

As it does annually, America was ready to celebrate the biggest sporting day on the calendar. The day of the “Big Game” saw draft beer volume realize a bump, climbing **+4.1%** nationally when compared to the 2022 Big Game. Of note, volume was **up 42%** when compared to 2021, which was still experiencing pandemic-related restrictions.

+4.1%
more beer pouring

STYLE & BRAND PERFORMANCE

After realizing a big lift in volume last year (+30%), **Light Lager** was **down 2.3%** when compared to 2022.

Lagers, the #2 style, **were +2.5%**, while **IPAs**, the third-ranked style, **were up 14.6%** in share over 2022.

Bud Light was the top-poured brand but was **down 10%** from the prior year.

Michelob Ultra, the #2 brand, saw a **healthy 5% increase** in share versus 2022.

Modelo Especial saw the most growth among top brands, **climbing 11.6%** on the day. This comes off **70% growth** in 2022.

BIG GAME IMPACT ON CITIES

One of the most popular host cities. **Phoenix** saw a significant **spike of +69%** in pour volume when compared against 2022. **Modelo Especial** was the top poured brand in the Valley of the Sun for the day.

As they celebrated its second title in the past four seasons, Kansas City’s draft volume was **up 5.7%** when compared to 2022. The draft of choice on the day was **Bud Light**, which was flat when compared to 2022.

In Philadelphia, fans were noted to gather at public viewing parties, rather than huddling in bars to cheer on their team. This resulted in volume being flat when compared to 2022, though rate of sale did see a **4.5% increase** on the day. **Bud Light** was the top draft beer in Philly and also saw an **11.8% increase** over 2022.

+69%

PHOENIX
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