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Draft Beer Volume Up 4.1% During Big Game, Per BeerBoard

One of the themes of the last several earnings calls and trends roundups has been the “return” of the on-premise – but of course with less total retail outlets than before, as many have permanently closed.

Draft tech company BeerBoard has released the [results](#) of its 2023 Big Game Pour Report from Sunday’s Super Bowl draft sales.

BEER VOLUME UP OVER 4%. National draft beer volume was up 4.1% compared to the Big Game in 2022. Volume was also up 42% compared to the 2021 Super Bowl, when on-premise restaurants and bars were still in the thick of pandemic-era restrictions.

LIGHT LAGER DOWN SLIGHTLY. Light lager was down slightly (-2.3%) compared to 2022, when it experienced a huge lift (+30%) over 2021 pours.

As for what styles were up this year, lagers were up 2.5% while IPAs were up 14.6% in share over 2022.

MODELO SEES TOP GROWTH. Modelo Especial saw the most growth among top brands, up 11.6% during the Super Bowl. And that’s coming off 70% growth in 2022, according to BeerBoard. The beer was also the top-poured brand in the Super Bowl host city of Phoenix, which saw a significant overall spike (+69%) in pour volume compared to 2022.

BUD LIGHT TOP POUR OVERALL. Bud Light was the top poured brand overall, though it was down 10% from 2022. It was the draft of choice for winner Kansas City Chiefs’ home turf, which saw overall draft volume up 5.7% compared to 2022 (though Bud Light pours were flat compared to 2022). Bud Light was also the top draft beer in Philadelphia and saw an 11.8% increase over 2022.