

March 21, 2023

## BeerBoard: On-Premise Had a Happy St. Paddy's Day

“Across the nation, on-premise draft volume for St. Patrick’s Day was up significantly,” according to the latest Pour Report from BeerBoard.

Indeed, stats from the company – which tracks over \$1 billion in sales – show that draft volume was:

- Up 21% this St. Patty’s Day vs. last year
- Up 81.3% over the holiday in 2021
- And up 45% over the previous Friday (March 10)

BeerBoard owed the impressive lift to a “confluence of the holiday leading into the weekend, coupled with the basketball tournament” i.e. second day of March Madness. This double feature in the on-premise helps explain why several beer styles saw an increase in trends over the day.

Yep, stouts obviously stood out over the holiday, ranking as the no. 4-poured style (when it is “normally ranked no. 11 on the list of [BeerBoard’s] Top Styles,” – with Guinness being the primary beneficiary, ranking as the no. 6-poured brand during the day, per BeerBoard stats.

But lagers saw a double-digit bump over last St. Patty’s Day, and IPAs grew volume 5% during the day as well.

NYC VOLUME UP 53.3%, CHICAGO UP 31%. BeerBoard also highlighted some of the trends seen in big cities known for their St. Patrick’s Day festivities, like New York City and Chicago.

In NYC, BeerBoard noted that volume was up 53.3% this St. Patty’s Day, and in Chicago volume was up 31%. The company also highlighted that Guinness was the no.1 beer poured in both cities over the day (up from no. 3 in NYC last year and up from no. 5 in Chicago during 2022).