



2023 NFL OPENING WEEKEND POUR REPORT

News and Notes

BEER VOLUME DOWN

Nationwide, draft beer consumption was **down -8.3% for the NFL Opening Weekend** (Thursday-Sunday) when compared to the same period in 2022. This comes off of two straight years of realize growth (+21% in '22 and +19% in '21). **Opening Night** (Thursday) did not take as big a hit, seeing volume **down -3.3%** when compared to Opening Night in 2022.

-8.3%
less beer pouring

STYLE & BRAND PERFORMANCE

America's most chosen style for the Opening Weekend was Light Lager. This year, **Michelob Ultra** clocked in as the top brand poured, gaining **+0.83%** share points (**+6.7%** - percent share gain). **Miller Lite** (#2) was the biggest gainer overall, gaining **+3.7** share points (**+43%** - percent share gain). **Coors Light** was the #3 brand poured and stayed relatively flat YoY. On Opening Night (Thursday), **Miller Lite** was the #1 brand poured (up from #4 in '22) and clocking in at **13.3% share** of overall draft. **IPAs were +7%** on Opening Night, but flat overall for the weekend.



Michelob Ultra



Miller Lite



Coors Light

HOW 'BOUT THEM COWBOYS

The Dallas Cowboys, always piquing the interest of American sports fans, and a trendy Super Bowl pick this year, kicked off the season in Prime Time on Sunday (Sept 10).

As Dak Prescott, Micah Parsons and their teammates ran all over the New York Giants on the field (a 40-0 win for America's Team), performance at the taps was just as impressive, especially given the long lead-up to kickoff.

Miller Lite, the Official Beer of the Dallas Cowboys, saw a massive spike in share percentage, **growing +31%** when compared to opening day of 2022.



MILLER LITE
Sept 10, 2023



Complete Alcohol Management

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