

September 12, 2023

No Lift Off for Draft on NFL Kickoff, Per BeerBoard

For the past two years, when NFL football got going, taps have been flowing. But that wasn't the case this year, per BeerBoard's latest Pour Report.

Draft beer consumption fell 8.3% over NFL opening weekend this year (Thursday to Sunday) when compared to opening weekend in the prior year, according to the report.

As noted in the opening, this marks the first down NFL opening weekend tracked by BeerBoard since 2020, as draft beer consumption grew 21% over opening weekend last year and 19% in the year before that.

It speaks to the general draft malaise plaguing the industry. (We'll have more on that later this week or early next, when we report the results of our post Labor Day survey.)

MICH ULTRA TOP BRAND Poured over the weekend. Over this soft weekend for draft, Michelob Ultra ranked as "the top brand poured" – yet again [see [BBD 09-14-2022](#)] – having gained "+0.83% share points" or "+6.7% – percent share gain)," per the latest report from BeerBoard.

MILLER LITE MAKES MOVES TO NO. 2. Miller Lite probably had the most impressive weekend, ranking as the no. 2 brand poured, after gaining "+3.7 share points" or "+43% – percent share gain." The brand, perhaps to no surprise, dominated in Dallas, where it is the official beer of the Dallas Cowboys, as called out by BeerBoard, "growing 31%" in share percentage, compared to opening day of 2022.

COORS LIGHT STAYS FLAT AT NO. 3. Coors Light, meanwhile, was the no.3 brand poured over the weekend, but stayed relatively flat YOY, per BeerBoard.

BUD LIGHT DROPS TO THE NO. 4 SPOT. And Bud Light, as one could imagine, turned in some tough numbers. The brand, which ranked as the no. 2 brand poured over opening weekend last year, fell to the no. 4 spot this year, having lost "4.7 share points" or "-40.2% – percent share loss," per BeerBoard stats. This comes as Bud Light heavies up investment in the NFL with its Easy to Summer campaign [see [BBD 07-12-2023](#)]. Will it be "enough to save the brand?" Ad Age [asked](#) in a report this weekend. We shall see, it's a long season.