

November 28, 2023

Draft Beer Volumes Down Again on Thanksgiving Eve, Per BeerBoard

Draft beer once again flowed a little slow on what is often billed as the biggest on-premise night of the year (Thanksgiving Eve), according to BeerBoard. Recall, draft beer volumes were down 17% last Thanksgiving Eve, per BeerBoard data, and in the face of that easy comp this go-round, draft volumes still came up short, down 2.5% during the latest festive eve.

Still, looking at week-over-week comparisons (Nov 22 vs. Nov 15), BeerBoard calls out that “the on-premise did indeed experience a serious lift” this Thanksgiving Eve, with draft beer growing 45%, packaged beer jumping 61% and spirits up 26%.

As far as the beers picked over the eve, BeerBoard notes that Michelob Ultra claimed the top spot among draft brands poured, followed by Miller Lite, Bud Light, Coors Light and Modelo Especial. And Corona Extra was the top packaged beer picked over the night, followed by Mich Ultra.