

# WINE & SPIRITS DAILY

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## BeerBoard: Thanksgiving Eve Sees Double-Digit Growth for Spirits, Packaged Bev Alc On-Premise

There's an affectionate name for the phenomenon of people descending upon their hometown bars on Thanksgiving Eve and getting embarrassingly drunk: Drinksgiving (or Blackout Wednesday— but we don't condone binge drinking here at Schuhmacher Publishing).

On-premise alcohol management tech firm BeerBoard took a closer look at this year's high-consumption "holiday" to see how it shaped up against last year's Drinksgiving performance, which was a bit slower than historical levels.

On this Thanksgiving Eve (Nov 22), the "biggest party night of the year," draft volumes were in the red again, down 2.5% compared to the same night in 2022. Last year, on-premise draft volumes were down over 17%.

However, the on-premise saw a significant uptick this year when looking at week-over-week data. Draft, packaged bev alc (which includes spirits-based RTDs) and spirits all saw a "serious lift" when comparing November 22 to the previous Wednesday, November 15, with volumes up 45%, 61% and 26%, respectively.

High Noon's Pineapple vodka seltzer was ranked as No.16 among all packaged products, making up 0.7% volume share. (For reference, Corona Extra took the No.1 spot at 16.3% volume share and Michelob Ultra came in at No.2, with 12.4% volume share. The top malt-based seltzer was White Claw Black Cherry at No.9 overall and 2.5% volume share.)

Among spirits, Bourbon/ Whiskey/ Canadian Whisky came in as the top spirit style of choice in the on-premise on Drinksgiving. Vodka came in second place, followed by Tequila/ Mezcal.

The top brand in the whisk(e)y category was Jameson, ranking No.2 amongst all spirits products; Tito's was the leader for the vodka category and spirits products overall, claiming the No.1 spot; and Patron Silver was the top Tequila/ Mezcal choice, at No.6 overall amongst all spirits.