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Draft Beer Fumbles After Solid Start to NFL Kickoff Weekend, Per BeerBoard Data

Draft beer looked good in the early going but couldn't hold the lead, BeerBoard data from NFL Opening Weekend (Sept. 4–7) shows.

Indeed, draft volumes ticked up 2% on Thursday night's opener, only to fall 7.3% across the weekend, a sharp reversal from 2024's 8% growth.

Packaged products also struggled, down 8.3% for the weekend, with light lagers and seltzers driving much of the slide. But bright spots in package emerged from RTD cocktails (+37.6%) and non-alcoholic options (+39.7%), showing their growing relevance on game day.

Indeed, "game-day habits are evolving," BeerBoard wrote, pointing out that in Philly, hometown brand Surfside saw its Iced Tea and Lemonade + Vodka as the "top packaged brand" over the weekend.

Still, nationally, light beers ruled the taps, led by Michelob Ultra, Miller Lite, Coors Light, Modelo Especial and Bud Light.

On the packaged side, Mich Ultra once again topped the list, followed by Corona Extra, Miller Lite, Modelo Especial and Coors Light.

In beyond beer, High Noon Pineapple, Surfside Iced Tea + Vodka and Sun Cruiser Iced Tea + Vodka led RTD cocktails, while White Claw Black Cherry, White Claw Mango and Truly Wild Berry were the top hard seltzers.

For non-alc, Heineken 0.0, Dos Equis Lime & Salt Zero and Michelob Ultra Zero rounded out the leaderboard.