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published by Beer Marketer's

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## **Draft Beer Sales Down 7.3% for NFL Opening Weekend, per BeerBoard; Packaged RTDs, NAs Still Strong**

Fans came out in force for pro football's first weekend back in action, but the beer didn't flow quite as freely at bars and restaurants nationwide, according to BeerBoard. Draft beer sales dropped 7.3% for the full weekend in this dataset, stretching from Thursday night's season opener to Sunday (Sep 4-7) vs opening weekend yr ago (Sep 5-8, 2024). Draft beer sales saw a slight uptick, +2%, during opening night battle between defending champ Eagles and the Cowboys. But full weekend's declines were slightly steeper than draft beer's -6% drop in Q2 (see [Jul 7 issue](#)) and marked a pullback, "especially after +8% growth over the 2024 Opening Weekend," per release.

Sales of packaged products also fell 8.3% at bars and restaurants for the weekend and slipped 10.7% on opening night. But RTD and NA options "continued to outperform with impressive growth of +37.6% and +39.7%, respectively" for wk 1 games. Light beers "continued to dominate national Draft rankings," [led by](#) Mich Ultra in both draft and pkg.

On-prem trends "reveal changing game-day drinking habits," BeerBoard headlined. Case in point: Surfside Iced Tea and Lemonade + Vodka was the top pkg brand in Philly bars & restaurants as RTDs "continued their momentum." Surfside was #2 RTD spirits brand nationwide behind only High Noon Pineapple with Sun Cruiser at #3 in this dataset. Then too, hard seltzers "remained a popular choice for NFL fans" and NA beer and seltzers "showed staying power as part of the game-day lineup."