



BEERBOARD

NFL Opening Sunday Beer Report
September 10, 2017

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Overview

In this report, we take a look at the beer consumed on Opening Sunday of the 2017 NFL season (September 10, 2017). While your team was out on the gridiron, BeerBoard's "Data Heads" were reading charts and graphs to see who won the real game of the day - BEER. *All comparisons are to Sept 3, 2017 (previous Sunday), unless otherwise noted.*

Football and Beer Go Together Like ... Football and Beer

The NFL dominates the American sporting landscape and beer was flowing as a result. Opening Sunday saw a massive increase in overall consumption, up an impressive 36.6% over the previous Sunday and a 7.2% lift over 2016 Opening Sunday.

Domestics Win Opening Sunday, Down Year-Over-Year

Domestics were the winner on the day, claiming 50.5% of the share and up 12.4% over the previous Sunday. As compared to 2016 Opening Sunday, Domestics were down 6.3%, while Imports and Crafts were up 12.2 and 4.6%, respectively.

Something's Gotta Give

With the one-day lift in Domestics, the increase in share had to come from somewhere. Craft Beer took a slight downturn, realizing a 17% decline. IPA took the biggest hit for the day, down 18.9%. Digging a little deeper though, IPAs were still up 15.3% over 2016 Opening Sunday.

Miller Lite, Light Lager Drive Domestic Bump

Miller Lite led the Domestic lift, climbing a healthy 19.1%, tops among Light Lagers. Bud Light was right there as well, up 12.6%, - exactly mirroring the bump for Light Lager on the day.

Lagers

As a style, Lagers were up on the day, seeing a 13.1% lift over the previous Sunday. This is a two-week climb for the style, coming off a downturn (-12.7%) from the Mayweather-McGregor Report. Dos Equis, currently #1 in the category, was up 19.4%. ZiegenBock Amber was up a healthy 37.6%, the biggest mover in the category and one of the largest of any brand,.



About BeerBoard

BeerBoard monitors over 50,000 draft lines and 35,000 products through its Integrated Beer Management and Guest Display System.

Installed at thousands of client locations, its services include **SmartBar**, which generates pour data and trend-driven analytics, **BeerBoard Display**, a digital consumer-facing menu display, **BeerBoard Menu**, automated print and website menus, and a consumer mobile application.

The company services high profile independent groups and major chain clients throughout North America, including Buffalo Wild Wings, Hooters, Twin Peaks and BJ's Restaurant & Brewhouse.

Thirsty For More?

Do you want to see where BeerBoard's data can take you and your brand? Interested in actual pour volumes, time/date stamping or share percentage?

Contact us at info@beerboard.com or 888.298.3641.

We always love talking beer!

