



# 2020 BIG GAME POUR REPORT

## News and Notes

### BEER VOLUME DOWN SLIGHTLY

The game on the field came down to the last few minutes, keeping viewers engaged throughout. That didn't translate to more beer poured, though. After seeing growth the past two years, volume was down slightly in 2020 (-1.3%). Taking a look at the cities of the participating teams, **Kansas City (Missouri)** was up 21.3% over 2019, while **San Francisco** was relatively flat at -3%.

**1.3%**  
less beer

### STYLE PERFORMANCE

On a day where it typically jumps off the charts, **Light Lager** was surprisingly flat (-1.2%) in 2020. **Michelob Ultra** (+28.7%), **Coors Light** (+10.9%) and **Miller Lite** (+9.3%) enjoyed nice days at the taps, while clubhouse leader, **Bud Light** was down 22%. **Lagers** grew 6.7% overall, led by the Mexican brands, **Modelo** (+27%) and **Dos Equis** (+7.3%). **IPAs** saw the biggest jump among styles, enjoying a 28% lift based on a 26-point jump from **Lagunitas IPA**.

-1.2%

Light Lager

+6.7%

Lagers

+28%

IPA

## HOST CITY SEES A BUMP

“The Bump” is well-noted for host cities of the Big Game. The peripheral effects flow through the taps, providing a lift for retailers and brands alike. **Miami**, this year's host, saw a +11.4% climb in pour volume. **Atlanta**, 2019's host city, was conversely -16.4%. Among brands enjoying the Big Game in Miami were **Michelob Ultra** (+62%), **Bud Light** (+23%) and **Yuengling** (+18%).

**+11.4%**

Miami  
Feb 2, 2020



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