

March 17, 2021

LATEST BEERBOARD REPORT SHOWS SLOW AND STEADY GAINS IN THE ON-PREMISE

The on-premise is working its way steadily toward recovery, according to the latest BeerBoard report for the weekend of March 11-13 (compared to Feb. 25-28). Open rates (locations open and pouring beer) held firm at the 92% high-water mark for the weekend.

The average number of taps continues to increase steadily, averaging 18 nationally for the weekend, up one from Feb. 25-28. The percentage of taps pouring also grew, coming in at 66% on a national basis, up over 3% from the previous period.

Volumes were up 6% nationally for the weekend of March 11-13, following 13% gains in the previous period. Compared to the same weekend last year, however, the on-premise still has a long way to go, down 38%.

Volume share broken down by domestic, craft and import beers held relatively steady for the weekend, coming in at 53.8%, 30.5% and 15.7%, respectively.

The Top 5 Styles did a bit of shifting over the weekend, its first time changing since September of last year. Wheat/Hefeweizen broke into the top 5 styles, replacing European Ales at number 5. Other top styles (from highest ranked to lowest) include: Light Lager, Lagers, IPA and Belgian Wit/White Ale.