

June 5, 2024

BeerBoard: Memorial Day Weekend Draft Sales Up 32%

Crummy weather over Memorial Day weekend may not have had as negative an impact on beer sales in the kickoff to summer as we thought: In its read on the weekend, BeerBoard reports draft beer sales were up 32% v. YA over the four day period from May 24-27.

The latest report also shared that “the number of kegs poured over the four-day holiday period was up 12% on a per location basis compared to 2023,” per report.

TOP FIVE DRAFT BRANDS FROM THE WEEKEND. Michelob Ultra maintained its no.1 draft pour position, up 13.8% in volume and “leading overall dollar sales in draft.”

Miller Lite’s volumes were down 5% (though it moved up to the no. 2 draft pour spot).

Coors Light fell to third place with volumes dropping by 14.5%.

Modelo Especial grew volume by 13.8% in volume to take the fourth spot, but “from a sales perspective,” was “the #2-selling brand overall,” per report.

And Bud Light, down 6% in volume, dropped to the no. 5 draft pour spot.

Rounding out the top 10 brands from the weekend were Dos Equis, Blue Moon, Yuengling, Busch Light and Stella Artois.

LAGERS LEAD DRAFT VOLUMES AT 41% SHARE; CRAFT CONTRIBUTES 44% DOLLAR SHARE. Style-wise, light lagers led volume share (41%), while “craft contributed the most revenue at a 44% dollar share,” with Blue Moon securing the no. 1 top craft pour on draft.

LAGER WINNERS: BUSCH LIGHT, COORS BANQUET, PBR. The report also shared that consumers “returned” to affordable draft lagers over Memorial Day, “with Busch Light increasing by 46% volume share” and Coors Banquet and Pabst Blue Ribbon up 7% and 20%, respectively, vs. YA.

IMPORTS LEAD ON-PREM PACKAGE SALES. In terms of bottles/ cans sold on-premise, imports lead, “with a 46% share in both volume and overall dollars,” and with lagers also “topping sales ... increasing 45% in dollar share led by Corona Extra.”

As for hard seltzers (both malt and spirit-based), the top-selling brands in the weekend were White Claw Black Cherry, High Noon Pineapple, Truly Wild Berry, White Claw Mango, and Nutri Watermelon.