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BeerBoard Super Bowl Report: Light Lagers Shine in Down Night for Overall Beer

BeerBoard released the results of its 2025 Super Bowl “Pour Report” yesterday, and it does not appear the Big Game made for a big night in the on-premise.

National draft volume was down 4.6%, by BeerBoard’s count, and packaged beer volume was down even worse, -9%.

SOLID NIGHT FOR MICH ULTRA AND MILLER LITE. Despite down overall numbers, things didn’t look so bad for some of the top styles and brands on the night. Light lagers ranked as the top style in both draft and package, and grew volumes in each, up 5.6% and 4%, respectively. Mich Ultra was the top brand on draft, with volume up nearly 12%, and it was the no. 2 brand in package, with volumes up 11.1% (seemingly growing at the expense of no. 1 brand in package, Corona, which saw volumes down 13.4% on the day).

And Miller Lite, the no. 3 brand in both package and draft on the day, saw volumes increase in each, up 5.4% and 3.7%, respectively.

THE REST OF THE TOP FIVE TALLIES. Note, Modelo Especial was not a top five brand in package, but the no. 4 brand on draft, where it saw volumes jump 9.6%.

Coors Light, the no. 5 on draft and no. 4 in package, had a better day on tap, up 3.4%, than in package, down 3.5%.

And Bud Light, the no. 2 brand on draft and no. 5 brand on package, saw declines in each, down 3% and 1.2%, respectively.

BIG NIGHT FOR BEYOND BEER, SURFSIDE. RTD Cocktails “were the biggest mover” in package on Sunday, per BeerBoard, growing volumes 189.7% to become the no. 3 package style on the day. Philly-based Surfside shot up the charts in beyond beer, with 16.6% volume share in the category, positioning it just behind the top brand in beyond beer, White Claw Black Cherry, which holds a 17.6% share of beyond beer.

HOW SPIRITS SHOOK OUT. Within full-strength spirits, agave led all spirits with 24% volume share for Super Bowl Sunday; whiskey came in at no. 2 at 21% share; and vodka came in at no. 3 with 14% share.

Brand-wise, Tito’s came in at no.1 for on-premise share, at 6.4%– but notably, the brand was down 13.5% in volume for the day. Sauza Hacienda Tequila Gold was the second-most poured brand for the day, up 52.1% on volumes. And Jameson came in at No.3, with volumes up 75.8% for the Sunday.