

March 26, 2025

## On-Premise Upsets in Opening Weekend of March Madness, Per BeerBoard

Brackets weren't the only thing turning up bust over the opening weekend of March Madness: beer in the on-premise did too, according to BeerBoard's latest channel check-in.

BeerBoard stats show draft volume fell 5.8% for the weekend vs. opening weekend YA, and draft revenue dropped a little further, down 6.6%.

Package was no better, with total volume down 12.6% during the weekend and dollars down 7.8%.

**BRAND RUNDOWN.** Despite the down numbers overall, Michelob Ultra continues to buck the trends, posting another solid showing, ranking as the top brand in draft and package, and growing volume in both formats, up nearly 9% in draft and up 1.5% in package. Coors Light, meanwhile, posted mixed results, with draft volume up 2.1%, but packaged volume down 1.1%. Miller Lite posted 1.5% declines in both draft and package. Bud Light saw a sizable decrease in draft, down 7.6%, but a more modest decrease in package, down 1.3%. And Modelo posted double-digit gains in draft volume (+10.2%) helping it move it to the no. 4 draft brand poured over the weekend; but its sibling Corona Extra – while maintaining the no. 2 spot in package – saw a sharp fall in package, down 14.5%.

**AND STYLE BREAKDOWN.** On draft, light lagers led the way in style, and grew 2.1%. Lagers followed and posted a slight increase as well, up 1%. IPAs had a rough go, down 9.8%. European ales posted a modest decline of 2.3%. And Belgian wit/white ales recorded a big drop, down 13.4%.

In package, light lagers saw a slight jump, up 1.1%. Lagers, meanwhile, saw a 6.9% decline. RTD cocktails posted a big gain, up 45.6%. Non-alc beverages grew by 22.8% and hard seltzers declined 12.7%.