

## **No Luck of the Irish for Draft Beer over St Patrick's Weekend**

“For the second consecutive year, draft beer volume saw a significant decrease” over St Patrick’s Day weekend, per BeerBoard. Draft volume fell 12.7% compared to St Paddy’s 2024 weekend while revenue fell 12.6%. That followed a 20% drop in draft revs over this holiday weekend in 2024! Editor’s Note: weekend was measured Mar 14-17, Fri-Mon this yr compared to Thurs-Sun a yr ago. St Patrick’s Day on Sunday last yr. So almost certainly an unfavorable comp.

Michelob Ultra was #1-poured draft nationally, per BeerBoard, up 7.3% vs 2024. Miller Lite with a 2.2% decline ranked second and Coors Light was #3 even with a 3% decline. Looking at draft styles, Light Lagers “maintained a dominant position” with 44.1 share of volume though volume was flat over holiday. Lagers were #2, up 1.8% vs yr ago while IPAs ranked 3d with a 5.9% volume drop. Stouts/Porters, which rank #10 in draft style, climbed up to #7 position over holiday, driven by Guinness, which climbed from its #13 spot to #9. “Bars poured an average of 122% more Guinness pints” over St Paddy’s weekend vs daily avg of 30 days before, per BeerBoard.

Looking at some key mkts for St Patrick’s, draft volume declined 11.8% in NYC, BeerBoard reported. Guinness was top-poured brand there. In Boston, draft volume fell 7.8% and Bud Light was most poured draft, even with a 19.4% decline vs 2024. In Chicago, draft volume was down 3.4% with Miller Lite the top draft beer, up 4.2% vs 2024. “We’ll continue to monitor the rest of the month and see if the NCAA Tournament leads to a spike in draft volume,” noted BeerBoard.