2025 Year in Review

+ PLUS 1

On-Premise Beverage Alcohol

Measured period: Jan through Dec vs. same period last year via same stores sales.

BEERBOARD

BEERBOARD

In the past year, we tracked over $1 billion in on-premise alcohol sales across 2 billion ounces poured.

Executive Summary

Draft:

2025 has proven that having a product assortment strategy is critical to the on-premise market, with **total volume essentially flat year over year**, masking meaningful shifts within the category.

Total **revenue was down 1.9%** from 2024. **Craft** posted the large losses in both volume and share, while **Imports** continued to gain volume and revenue share, reflecting sustained consumer trade-up. **Light Lager and Lager** styles increased volume share and total volume but experienced softer revenue performance, suggesting pricing competitiveness, while **IPAs** declined across volume, share, and revenue.

Rate of Sale trends weakened across most draft segments as the year progressed, particularly in the back half of the year.

Packaged:

Packaged products helped to off-set the declines in draft delivering **revenue growth** despite a slight **decline in total volume**.

This shift was driven by a growth in the styles of **Beyond Beer, RTD Cocktails, and Non-Alcoholic offerings**, all of which posted increases in volume and revenue share.

Pricing also affected the market, with average unit prices increasing across most packaged styles — especially with **Light Lager, RTDs, and Hard Seltzers**. Overall, packaged performance highlighted a continued evolution in on-premise consumption.

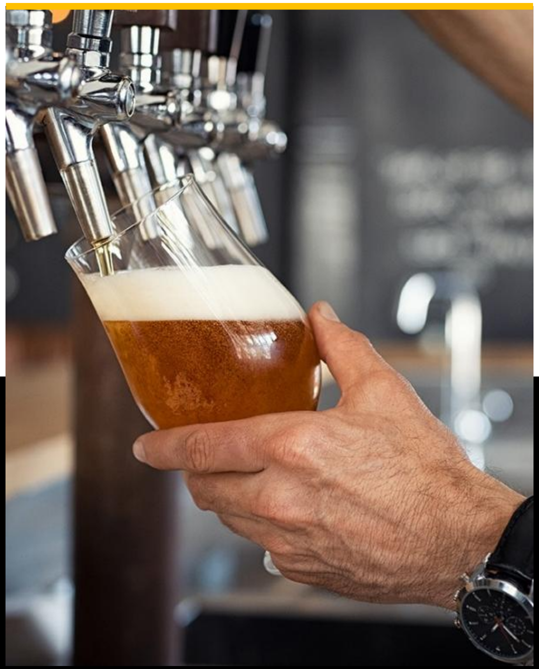
Spirits & Wine:

Spirits saw a moderate **increase in revenue**, while **total volume increased** as well.

However, a shift towards a lower priced product options saw disproportional growth rates. Wine saw **consistent decreases in both revenue and volume**.

2025 Market Summary

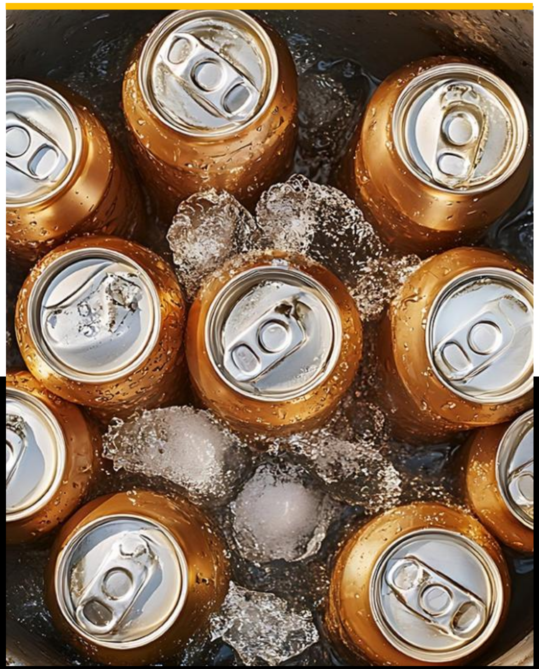
Draft



Revenue: -1.9%

Volume: -0.1%

Package



Revenue: 4.8%

Volume: -0.6%

Spirits / Wine

Revenue: 1.9%

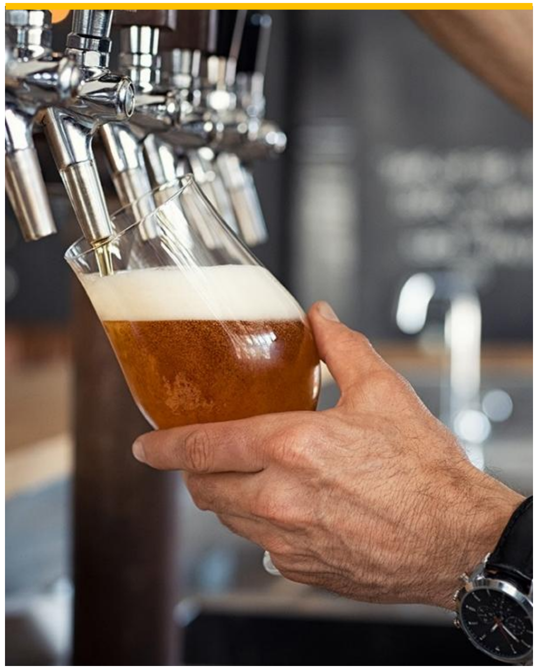
Volume: 9.0%

Total

Revenue: -0.6%

Volume: 0.1%

2025 Volume Summary



Draft Gainers:
(Share % CHG)
:

Light Lager	+0.5
Lagers	+0.4
Wheat/Hefeweizen	+0.3

Package Gainers:
(Share % CHG)
:

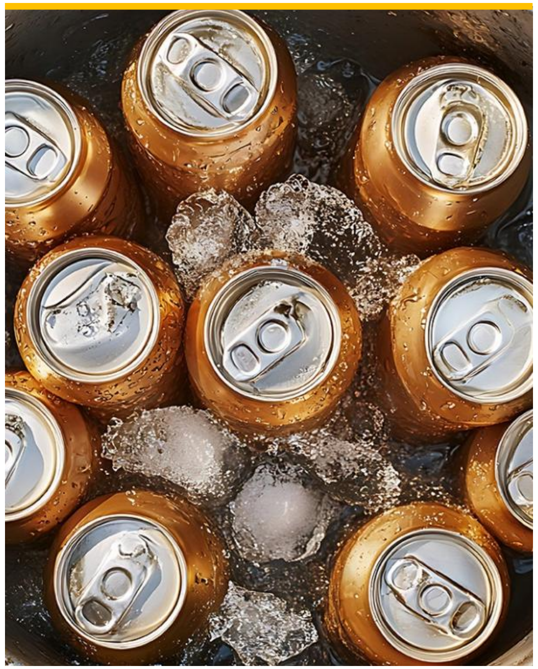
RTD Cocktails	+1.7
Non-Alcoholic	+1.4
Hard Seltzers	+0.2

Draft Laggers:
(Share % CHG)
:

IPA	-0.6
European Ales	-0.2
Belgian Wit	-0.1

Package Laggers:
(Share % CHG)
:

Lagers	-2.4
Light Lager	-0.2
European Lagers	-0.3



2025 Volume Summary

Spirit Gainers:
(Share % CHG)
:

Agave	+0.5
Cordials & Liqueurs	+0.4

Wine Gainers:
(Share % CHG)
:

Pinot Grigio	+1.0
Cabernet Sauvignon	+1.0
Sauvignon Blanc	+2.7

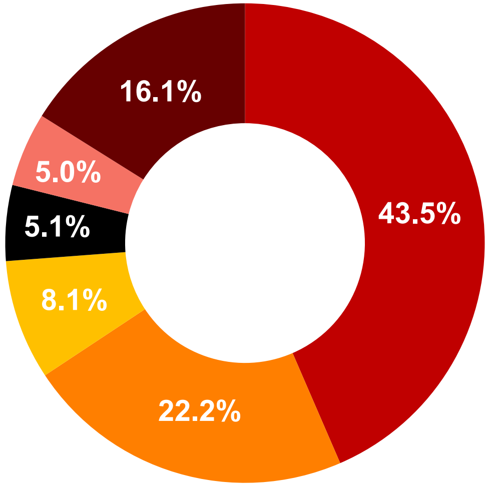
Sprit Laggers:
(Share % CHG)
:

Whisky	-0.2
Vodka	-1.4
Rum	-3.9

Wine Laggers:
(Share % CHG)
:

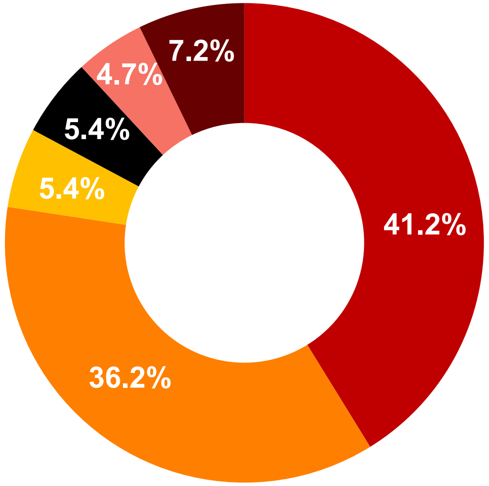
Chardonnay	-2.1
Pinot Noir	-1.5
Prosecco	-0.4

Volume Share Summary



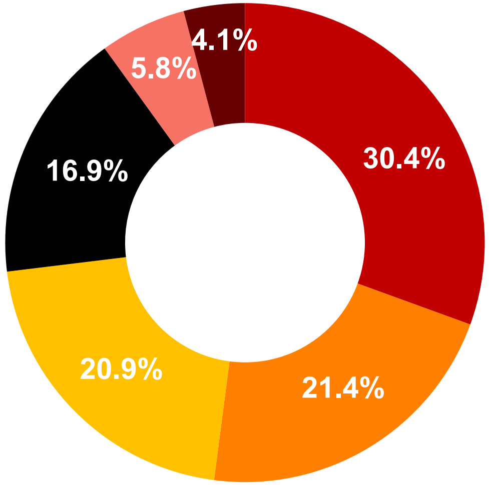
Draft

- Light Lager
- Lagers
- IPA
- European Ales
- Belgian Wit/White Ale
- All Other Styles



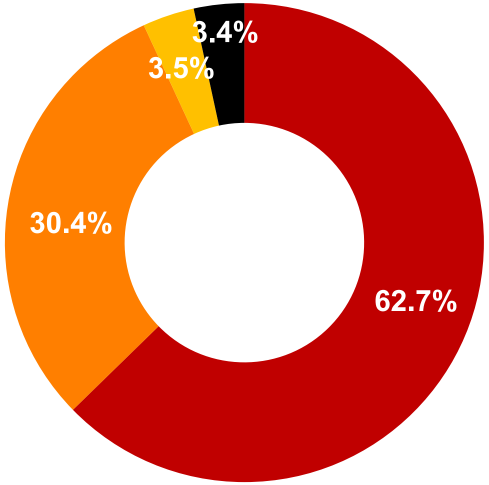
Package

- Lagers
- Light Lager
- RTD Cocktails
- Non-Alcoholic
- Hard Seltzers
- All Other Styles



Spirits

- Agave
- Cordials & Liqueurs
- Whisky
- Vodka
- Rum
- All Other Styles



Wine

- White
- Red
- Rose
- Sparkling

Draft Summary

-0.1%
Total Volume

-1.9%
Total Revenue

-1.3%
Monthly Rate of Sale

+1.4%
Light Lager Total Volume

+3.0%
Lagers Total Volume

-8.5%
IPA Total Volume

-3.5%
European Ales Total Volume

Draft Category Summary

- Total volume decreased by -0.1% with Craft having the largest loss at -2.4% (excluding Beyond Beer due to having less than 1% volume share)
- Craft also decreased in volume share and total revenue
- Imports increased in volume share and revenue share by 0.4% and 0.1%, respectively.

	Monthly Rate of Sale	Total Poured Kegs	Volume Share %			Total Revenue	Revenue Share %		
Category	**Variance**	**Variance**	**2024**	**2025**	**Variance**	**Variance**	**2024**	**2025**	**Variance**
Domestic	-2.5%	0.7%	44.9%	45.1%	0.2%	-0.9%	38.6%	39.0%	0.4%
Craft	-2.5%	-2.4%	36.8%	36.4%	-0.5%	-2.6%	39.0%	38.8%	-0.3%
Import	-5.6%	4.3%	17.2%	17.6%	0.4%	-1.3%	20.8%	21.0%	0.1%
Beyond Beer	3.8%	-15.1%	1.1%	0.9%	-0.2%	-18.2%	1.6%	1.3%	-0.3%
Total	**-3.1%**	**-0.1%**	**100.0%**	**100.0%**		**-1.9%**	**100.0%**	**100.0%**	

Draft Style Summary

- Light Lager and Lagers continue to increase volume share and revenue share. However, although they both increased in total volume, they saw decreases in total revenue.

- IPA's saw decreases in every metric.

		Monthly Rate of Sale	Total Poured Kegs	Volume Share %			Total Revenue	Revenue Share %		
Cohort	**Style**	**Variance**	**Variance**	**2024**	**2025**	**Variance**	**Variance**	**2024**	**2025**	**Variance**
Top 5 Styles	Light Lager	-6.4%	1.4%	43.0%	43.5%	0.5%	-0.4%	37.0%	37.6%	0.6%
	Lagers	-2.9%	3.0%	21.8%	22.2%	0.4%	-0.3%	23.6%	23.9%	0.4%
	IPA	-1.5%	-8.5%	8.7%	8.1%	-0.6%	-7.5%	10.6%	10.0%	-0.6%
	European Ales	-1.2%	-3.5%	5.3%	5.1%	-0.2%	-2.4%	3.3%	3.3%	0.0%
	Belgian Wit/White Ale	-1.0%	-2.0%	5.1%	5.0%	-0.1%	-5.5%	6.1%	5.8%	-0.2%
Subtotal		**-3.4%**	**-0.2%**	**83.9%**	**83.9%**	**0.0%**	**-1.8%**	**80.5%**	**80.6%**	**0.1%**
All Other Styles		**-2.9%**	**-1.3%**	**16.1%**	**16.1%**	**0.0%**	**-2.4%**	**19.5%**	**19.4%**	**-0.1%**
Total		**-3.1%**	**-0.1%**	**100.0%**	**100.0%**		**-1.9%**	**100.0%**	**100.0%**	

Draft Products Volume Share

Michelob ULTRA	Cerveza Modelo Especial	Busch Light	Coors Light	Cerveza Pacifico Clara
+0.98%	+0.30%	+0.23%	+0.18%	+0.30%

Draft Brand Owner Volume Share

ABInBev	Constellation Brands	MOLSON COORS beverage company	DIAGEO
+0.84%	+0.86%	+0.02%	+0.53%

Draft Volume Trends

(poured kegs)

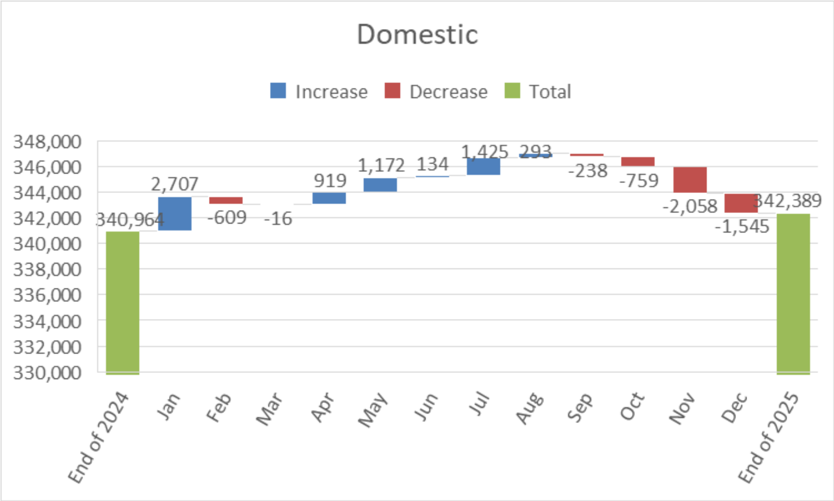
Category 2025 Trends

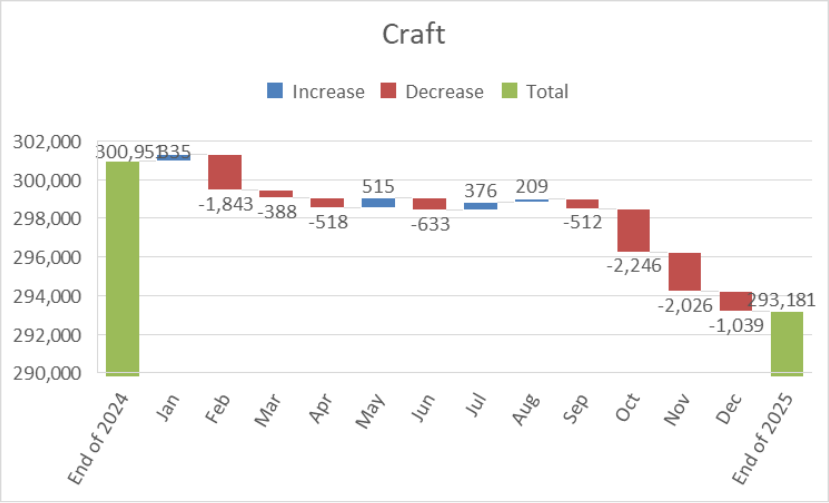
Domestic and Import brands increased in total volume from 2024.

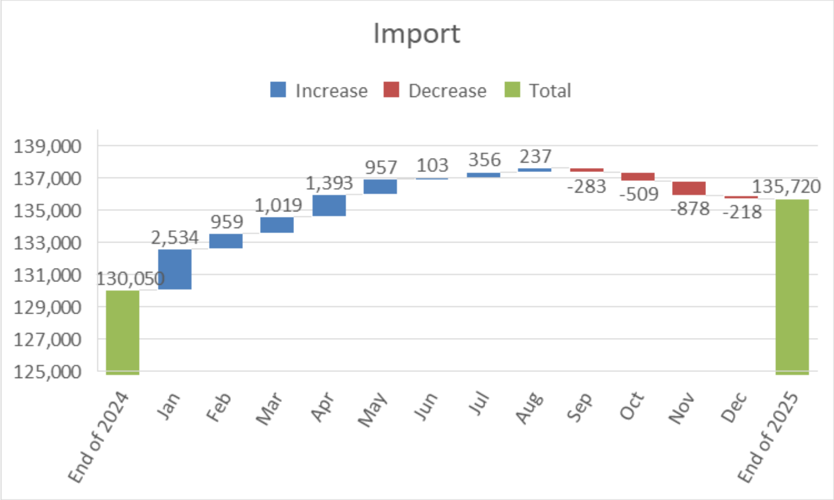
Domestic and Import growth was greater in the beginning of the year with a declining growth rate towards the end of the year.

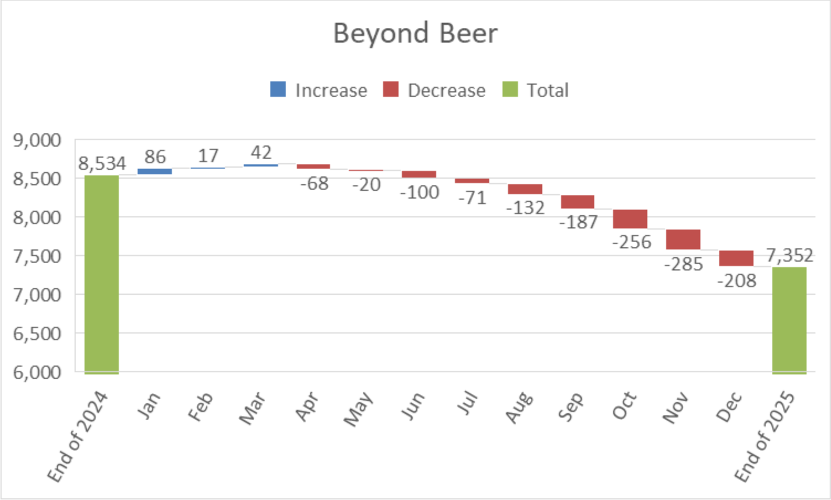
Craft decline was consistent throughout the year with larger decreases in October and November.

Beyond Beer continues its decline in the draft market with greater declines toward the end of the year.









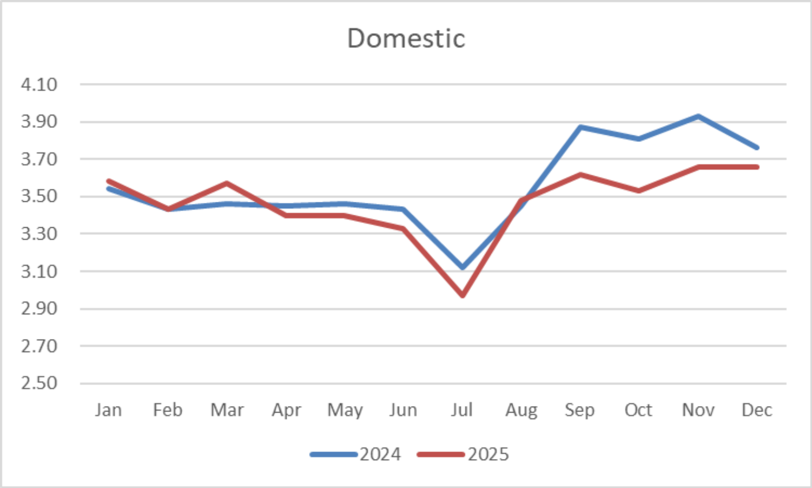
Draft Rate of Sale

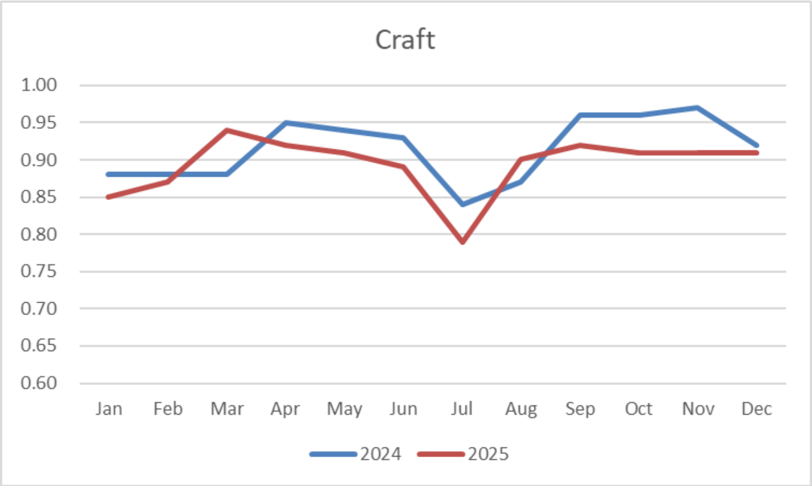
Category 2025 Trends

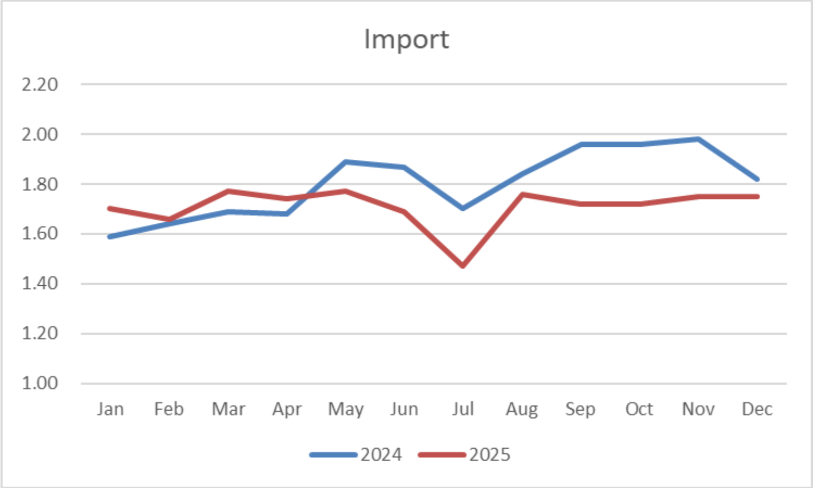
Domestic remained consistent with 2024 until the period of Sep through Dec which led to its annual decrease.

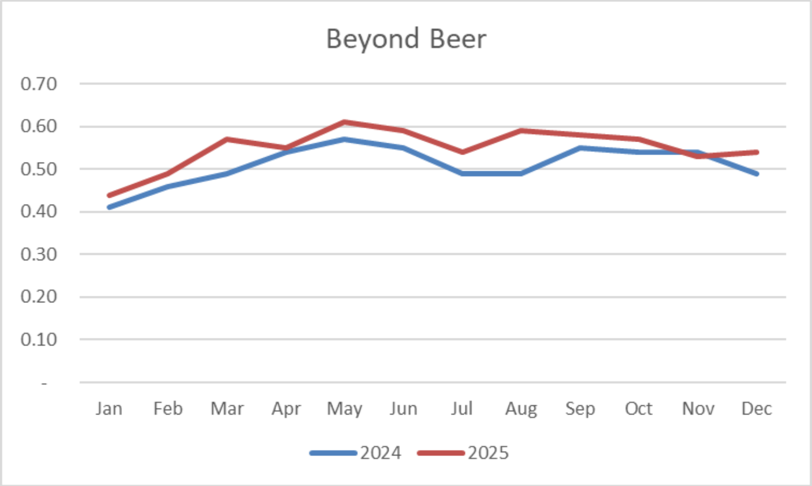
With the exception of two months, Craft's Rate of Sale decreased from 2024.

Although Imports had increases in the first 4 months of 2025, the trailing 8 months saw decreases in Rate of Sale.





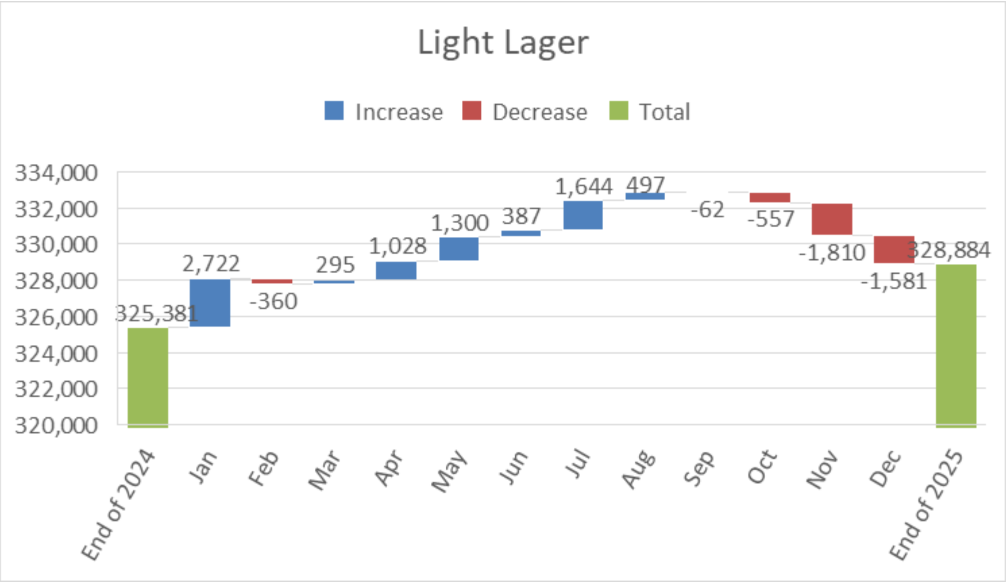


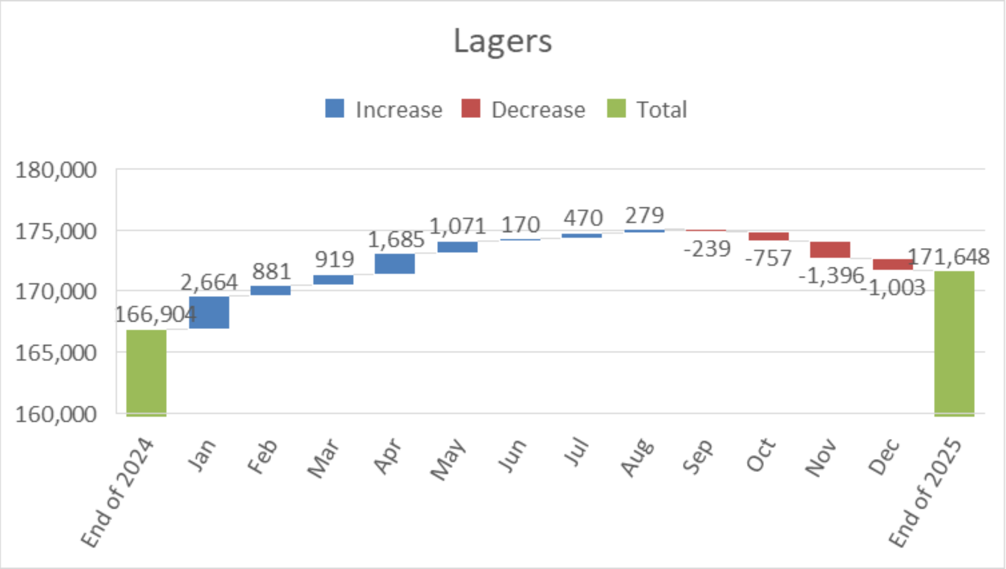


Draft Volume Trends

Style 2025 Trends

Light Lager and Lagers increased in volume but saw a softening in growth towards the end of the year.





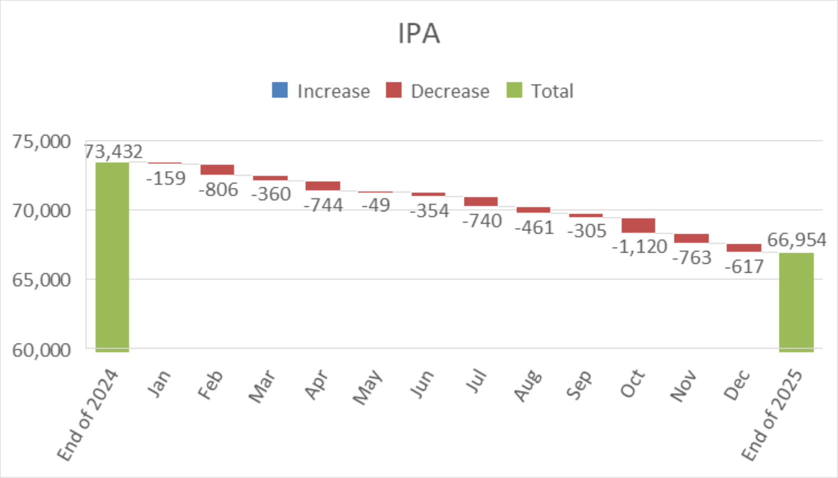
Draft Volume Trends

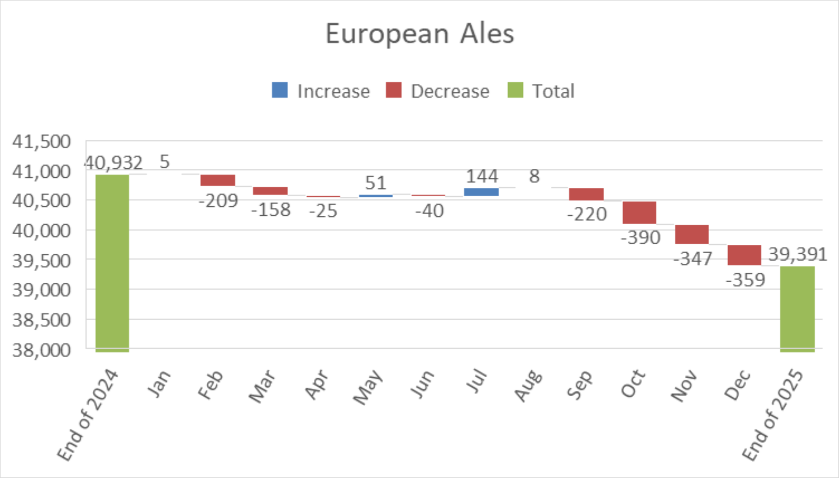
Style 2025 Trends

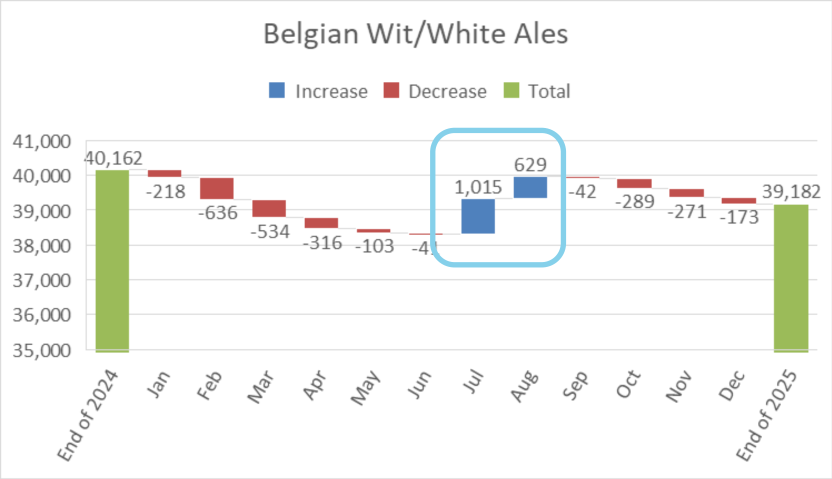
IPA's volume decreased steadily throughout the year.

European Ales also decreased throughout the year, with significant decreases towards the end of the year.

Belgian Wit/White Ales decreased in volume for the year but had strong summer months.







Top 10 Product Trends

Top 10 Products by Style (Volume Share)

Light Lager & Lagers

Decreased in volume share and monthly rate of sale

Increased in revenue share

For the Lagers style, these variances were much more pronounced

Light Lager

Product	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Michelob Ultra	14.2%	-6.9%	5.7	5.1%	13.5%	8.1%	32.7%	1.9%
Miller Lite	9.8%	3.8%	4.5	-6.7%	8.3%	-3.1%	22.5%	-1.1%
Coors Light	8.5%	-2.1%	4.3	0.2%	7.2%	0.6%	19.5%	0.2%
Bud Light	7.0%	11.6%	3.2	-10.7%	5.7%	-10.0%	16.0%	-2.1%
Busch Light	1.9%	-12.0%	2.2	-10.5%	1.4%	13.9%	4.4%	0.5%
Yuengling Flight	0.4%	7.1%	0.9	-11.0%	0.4%	-7.5%	1.0%	-0.1%
IC Light	0.2%	0.0%	3.0	-5.9%	0.2%	-5.6%	0.5%	0.0%
Labatt Blue Light	0.2%	5.0%	2.0	-10.1%	0.1%	-6.7%	0.5%	0.0%
Michelob Golden Draft Light	0.1%	10.0%	2.8	-8.5%	0.1%	-9.1%	0.2%	0.0%
Samuel Adams American Light	0.1%	-83.3%	0.2	30.8%	0.1%	600.0%	0.1%	0.1%
Total	**43.3%**	**-1.2%**	**3.1**	**-7.2%**	**37.4%**	**1.5%**	**99.5%**	**0.0%**

Lagers

	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Modelo Especial	7.7%	-3.9%	3.6	-4.3%	9.3%	2.7%	34.9%	0.8%
Dos Equis Lager Especial	4.2%	10.8%	2.3	-13.7%	4.8%	-9.3%	19.1%	-2.4%
Yuengling Traditional Lager	2.2%	1.8%	1.6	-11.3%	2.0%	-1.5%	10.0%	-0.3%
Pacifico	1.3%	-22.4%	2.2	12.6%	1.6%	25.6%	6.0%	1.3%
Coors Banquet	1.0%	-23.2%	1.3	-2.2%	0.8%	36.2%	4.3%	0.9%
Shiner Bock	0.7%	1.4%	1.5	-6.8%	0.7%	0.0%	3.2%	-0.1%
Budweiser	0.7%	18.1%	1.0	-10.1%	0.6%	-14.7%	3.2%	-0.6%
Corona Premier	0.6%	-37.3%	1.8	11.0%	0.7%	59.1%	2.7%	1.0%
Corona Extra	0.4%	-10.0%	2.7	-15.7%	0.5%	14.0%	1.8%	0.2%
Pabst Blue Ribbon	0.3%	38.2%	1.0	-22.4%	0.2%	-24.0%	1.5%	-0.6%
Total	**19.3%**	**-1.6%**	**1.9**	**-6.6%**	**21.2%**	**2.0%**	**86.7%**	**0.0%**

Top 10 Product Trends

Top 10 Products by Style (Volume Share)

IPA:

Decreased in monthly rate of sale and revenue share

Increased in volume share

Belgian Wit/White Ale:

Increased in volume share

Decreased in monthly rate of sale and revenue share

IPA

Product	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Sierra Nevada Hazy Little Thing IPA	1.0%	3.0%	0.7	0.0%	1.2%	-2.5%	12.4%	0.5%
New Belgium Voodoo Ranger Juicy Ha	0.9%	12.0%	0.7	-21.4%	1.1%	-3.5%	11.4%	-0.5%
Lagunitas IPA	0.5%	0.0%	0.6	-8.2%	0.6%	0.0%	5.6%	0.4%
Bell's Two Hearted	0.4%	-2.8%	0.6	-7.4%	0.4%	0.0%	4.5%	0.4%
Wicked Weed Pernicious IPA	0.3%	-7.7%	0.6	-4.9%	0.3%	3.0%	3.2%	0.5%
Rhinegeist Truth	0.2%	-10.5%	1.1	11.0%	0.2%	15.8%	2.4%	0.4%
Cigar City Jai Alai	0.1%	0.0%	0.6	-1.5%	0.2%	-10.0%	1.7%	0.1%
Creature Comforts Tropicalia	0.1%	-7.7%	0.9	1.2%	0.2%	6.3%	1.6%	0.2%
Founders All Day IPA	0.1%	9.1%	0.6	-1.8%	0.1%	-15.4%	1.4%	0.0%
Fiddlehead IPA	0.1%	-10.0%	1.0	-12.3%	0.1%	9.1%	1.2%	0.2%
Total	**4.3%**	**2.1%**	**0.9**	**-6.1%**	**5.2%**	**-0.4%**	**53.8%**	**2.8%**

Belgian Wit/White Ale

Product	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Blue Moon Belgian White	4.7%	1.7%	2.3	-3.8%	5.5%	-2.8%	94.0%	0.5%
Allagash White	0.1%	15.4%	0.5	-11.3%	0.2%	-13.6%	2.6%	-0.3%
Shock Top Belgian White	0.0%	-25.0%	1.2	96.6%	0.0%	50.0%	0.8%	0.0%
Vedett Extra White	0.0%	33.3%	1.7	-3.4%	0.0%	-25.0%	0.6%	0.0%
Fairhope Bob's Blackberry Wheat	0.0%	0.0%	1.0	6.6%	0.0%	0.0%	0.4%	-0.4%
Santa Fe Social Hour	0.0%	0.0%	0.6	-17.4%	0.0%	0.0%	0.2%	-0.2%
Einstok Icelandic White Ale	0.0%	0.0%	1.1	-26.8%	0.0%	0.0%	0.2%	0.0%
Total	**5.0%**	**2.0%**	**1.3**	**-2.4%**	**5.8%**	**-3.3%**	**99.6%**	**0.2%**

Package Summary

-0.2% ↓
Total Volume

+4.8% ↑
Total Revenue

+4.5% ↑
Monthly Rate of Sale

-3.6% ↓
Lagers and Light Lagers Total Volume

+1.3% ↑
Lagers and Light Lagers Total Revenue

+1.7% ↑
RTD Cocktails Volume Share

+1.4% ↑
Non-Alcoholic Volume Share

+0.2% ↑
Hard Seltzers Volume Share

Package Category Summary

- Although total volume decreased by -0.22% total revenue increased by 4.80% due to Beyond Beer's significant performance.
- Domestic brands increased in all metrics.
- Import brands decreased in all metrics.
- Craft brands decreased in total volume but increased by 0.68% in total revenue.

	Monthly Rate of Sale	Units Sold	Volume Share %			Total Revenue	Revenue Share %		
Category	**Variance**	**Variance**	**2024**	**2025**	**Variance**	**Variance**	**2024**	**2025**	**Variance**
Domestic	-6.35%	0.99%	41.54%	42.08%	0.54%	8.87%	36.11%	37.52%	1.41%
Import	-6.30%	-5.81%	43.4%	40.95%	-2.45%	-4.25%	44.81%	40.94%	-3.87%
Beyond Beer	32.22%	25.36%	8,.27%	10.33%	2.06%	34.07%	10.09%	12.91%	2.82%
Craft	17.87%	-2.97%	6.79%	6.63%	-0.16%	0.68%	8.99%	8.64%	-0.35%
Total	**1.84%**	**-0.22%**	**100.00%**	**10.00%**		**4.80%**	**100.0%**	**100.0%**	

Package Average Unit Price Trends

Unit Price Trends

Light Lagers had the greatest Average Unit Price increase of 7.9%. This accounted for the decrease in total volume but and increase in total revenue

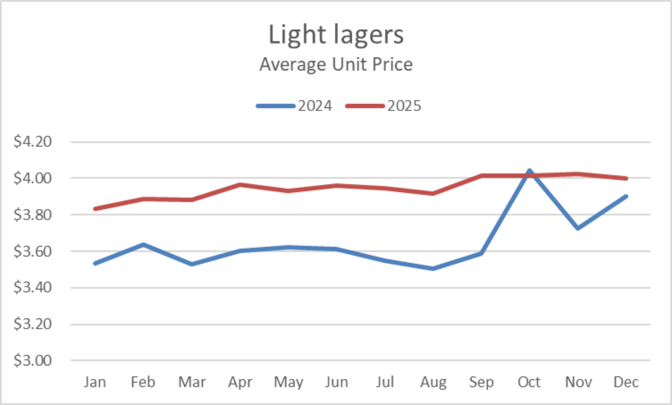
Other Average Unit Price increases:

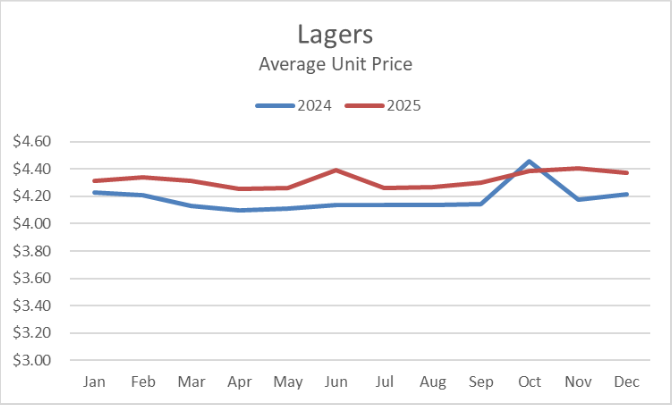
RTD Cocktails: **+5.8%**

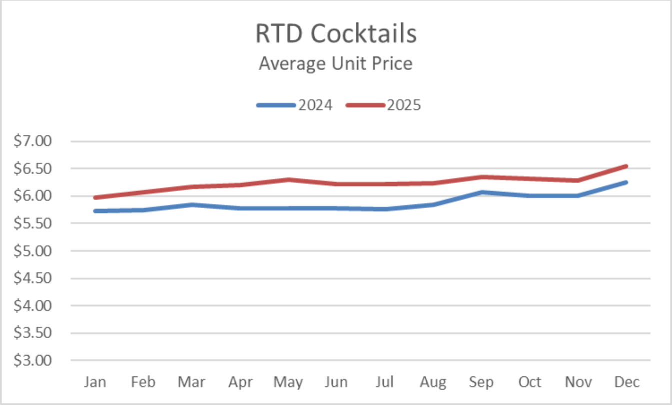
Hard Seltzers: **+3.6%**

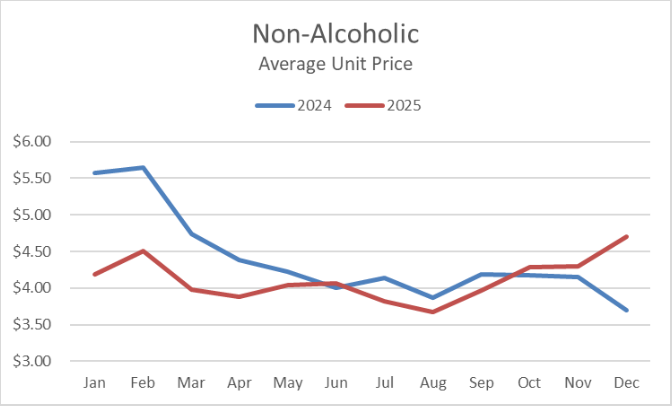
Lagers: **+3.3%**

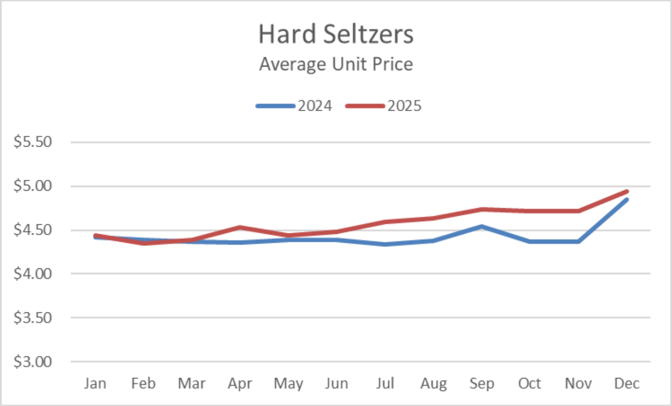
Non-Alcoholic style was the only major style to see a decrease in Average Unit Price of -5.0%











Package Products Volume Share

Michelob ULTRA
+0.39%

Pacifico Clara
+0.07%

White Claw Hard Seltzer Black Cherry
+0.12%

Heineken 0.0 Alcohol Free
+0.29%

Heineken
+0.30%

Package Brand Owner Volume Share

ABInBev	Coors Brewing Company	White Claw Hard Seltzer	Stateside Brands	Yuengling America's Oldest Brewery
+0.75%	+0.05%	+0.19%	+0.53%	+0.04%

Top 10 Product Trends

Top 10 Products by Style (Volume Share)

Light Lager:

Decreases in volume share and monthly rate of sale

Increases in revenue share

Lagers:

Decreases in volume share, monthly rate of sale and revenue share

Overall decrease in percent of style volume

Lagers

	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Corona Extra	14.5%	-8.1%	158.6	-13.5%	15.6%	-10.4%	35.1%	-1.0%
Modelo Especial	8.7%	-9.6%	149.7	-37.3%	7.0%	-8.8%	21.0%	-1.0%
Dos Equis Lager Especial	3.9%	-11.7%	176.4	2.1%	3.5%	-9.9%	9.6%	-0.7%
Budweiser	2.5%	-1.2%	32.6	-4.8%	2.4%	-2.9%	6.1%	0.3%
Pacifico	2.1%	3.4%	45.3	19.3%	2.6%	-1.5%	5.1%	0.4%
Corona Premier	1.8%	-9.8%	33.4	3.3%	2.0%	-15.6%	4.5%	-0.2%
Coors Banquet	0.9%	52.5%	16.2	16.3%	0.9%	54.5%	2.2%	0.8%
Pabst Blue Ribbon	0.8%	0.0%	26.4	74.3%	0.5%	-7.1%	1.9%	0.1%
Modelo Negra	0.8%	-10.3%	18.1	-1.6%	0.9%	-13.1%	1.9%	-0.1%
Corona Light	0.7%	-13.8%	21.5	-9.1%	0.9%	-17.1%	1.7%	-0.2%
Total	**36.7%**	**-7.0%**	**67.8**	**-12.0%**	**36.1%**	**-8.6%**	**88.9%**	**-1.5%**

Light Lager

	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Michelob Ultra	13.4%	3.0%	161.5	-18.4%	12.4%	3.8%	37.1%	1.3%
Miller Lite	8.1%	-4.5%	91.6	-11.0%	7.1%	0.1%	22.5%	-0.9%
Coors Light	6.4%	-6.7%	70.0	-13.4%	5.4%	-2.0%	17.6%	-1.2%
Bud Light	5.5%	-3.0%	65.6	-10.6%	5.0%	1.0%	15.3%	-0.4%
Busch Light	1.1%	34.6%	17.5	-11.2%	0.9%	29.9%	2.9%	0.8%
Bud Light Aluminum	0.3%	13.8%	39.8	60.2%	0.2%	0.0%	0.9%	0.1%
Tecate Light	0.3%	-11.8%	147.7	-51.0%	0.3%	-16.7%	0.8%	-0.1%
Labatt Blue Light	0.2%	23.5%	55.7	43.2%	0.2%	21.1%	0.6%	0.1%
Yuengling Flight	0.2%	50.0%	27.5	56.2%	0.2%	33.3%	0.4%	0.1%
IC Light	0.1%	-7.7%	26.3	17.0%	0.1%	-14.3%	0.3%	0.0%
Total	**35.6%**	**-0.8%**	**70.3**	**-20.1%**	**31.7%**	**2.0%**	**98.5%**	**-0.2%**

Top 10 Product Trends

Top 10 Products by Style (Volume Share)

RTD Cocktails:

Significant growth in volume share, revenue share

The only reason for the decrease in rate of sale is due to expansion of distribution

Non-Alcoholic:

Almost 5% of volume share of packaged products

Revenue share is slightly below volume share suggesting pricing pressure.

RTD Cocktails

	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
High Noon Sun Sips Pineapple	1.6%	36.4%	28.1	15.1%	2.0%	35.9%	30.0%	-2.4%
Surfside Iced Tea and Lemonade + Vo	0.9%	78.0%	28.3	-88.8%	1.4%	85.7%	16.6%	2.8%
Sun Cruiser Iced Tea & Vodka	0.5%	422.2%	16.8	33.6%	0.7%	400.0%	8.8%	6.3%
Nutrl Vodka Seltzer Watermelon	0.4%	2.6%	9.9	16.9%	0.6%	0.0%	7.4%	-3.3%
High Noon Sun Sips Peach	0.3%	13.0%	36.6	-0.9%	0.4%	15.8%	4.8%	-1.5%
High Noon Hard Seltzer Variety Pack	0.2%	22.2%	54.1	-4.3%	0.4%	23.5%	4.1%	-0.8%
Stateside Vodka Soda Orange	0.2%	11.1%	127.1	-16.0%	0.3%	3.8%	3.7%	-1.2%
Surfside Vodka Tea	0.1%	100.0%	46.4	-51.4%	0.2%	90.9%	2.6%	0.7%
High Noon Sun Sips Watermelon	0.1%	20.0%	19.0	2.9%	0.2%	26.7%	2.2%	-0.5%
Surfside Strawberry Lemonade +Vodk	0.1%	150.0%	55.5	-54.6%	0.2%	200.0%	1.9%	0.8%
Total	**4.4%**	**49.0%**	**42.2**	**-45.9%**	**6.3%**	**49.3%**	**82.1%**	**0.8%**

Non-Alcoholic

	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
Heineken 0.0	2.0%	17.3%	25.5	11.4%	2.9%	11.8%	37.4%	-6.1%
Athletic Run Wild	0.4%	48.0%	6.8	28.8%	0.5%	43.8%	7.0%	0.5%
Michelob Ultra Zero	0.3%	0.0%	9.3	0.0%	0.3%	0.0%	4.9%	4.9%
Athletic Upside Dawn	0.3%	8.3%	6.9	37.4%	0.3%	6.5%	4.9%	-1.3%
Corona Non-Alcoholic	0.1%	44.4%	13.3	9.5%	0.1%	40.0%	2.5%	0.1%
Red Bull	0.1%	800.0%	10.4	2117.0%	0.1%	0.0%	1.7%	1.4%
Athletic Free Wave	0.1%	166.7%	22.2	16.0%	0.1%	100.0%	1.5%	0.7%
Red Bull Watermelon (Red Edition)	0.1%	0.0%	4.4	27.8%	0.1%	0.0%	1.1%	-0.4%
Guinness 0.0	0.1%	50.0%	8.8	30.3%	0.1%	40.0%	1.1%	0.1%
Samuel Adams Just the Haze	0.1%	0.0%	7.0	17.3%	0.1%	0.0%	0.9%	-0.3%
Total	**4.9%**	**38.0%**	**104.4**	**54.3%**	**4.5%**	**27.5%**	**93.7%**	**1.0%**

Top 10 Product Trends

Top 10 Products by Style (Volume Share)

Hard Seltzers:

Significant growth in volume share and revenue share

Monthly rate of sale remained strong and these products increased their percent of the style volume share.

Hard Seltzers	Volume Share (%)	+ / -	Monthly Rate of Sale	+ / -	Revenue Share (%)	+ / -	Style Volume Share	+ / -
White Claw® Hard Seltzer Black Cherr	2.1%	6.1%	29.2	1.1%	2.0%	4.8%	44.0%	0.5%
Twisted Tea Original	0.5%	91.7%	9.4	-26.7%	0.6%	78.1%	9.7%	4.4%
White Claw Hard Seltzer Mango	0.5%	-8.2%	22.3	11.4%	0.4%	-7.1%	9.5%	-1.4%
Truly Hard Seltzer Wild Berry	0.4%	-23.5%	8.9	-11.0%	0.5%	-24.2%	8.2%	-3.1%
Topo Chico Strawberry Guava	0.3%	-7.1%	26.8	138.3%	0.3%	-10.5%	5.5%	-0.7%
Happy Dad Fruit Punch	0.2%	53.8%	45.7	0.3%	0.1%	450.0%	4.2%	1.3%
White Claw Hard Seltzer Variety Pack	0.1%	233.3%	81.3	422.7%	0.1%	100.0%	2.1%	1.4%
Simply Spiked Signature Lemonade	0.1%	-22.2%	2.9	42.8%	0.1%	-27.3%	1.5%	-0.5%
White Claw Hard Seltzer Peach	0.1%	0.0%	10.0	784.1%	0.1%	0.0%	1.5%	1.5%
Truly Strawberry Lemonade Hard Selt:	0.1%	-50.0%	6.7	37.4%	0.1%	-55.6%	1.5%	-1.6%
Total	**4.2%**	**7.2%**	**24.3**	**59.8%**	**4.2%**	**5.3%**	**87.7%**	**1.9%**

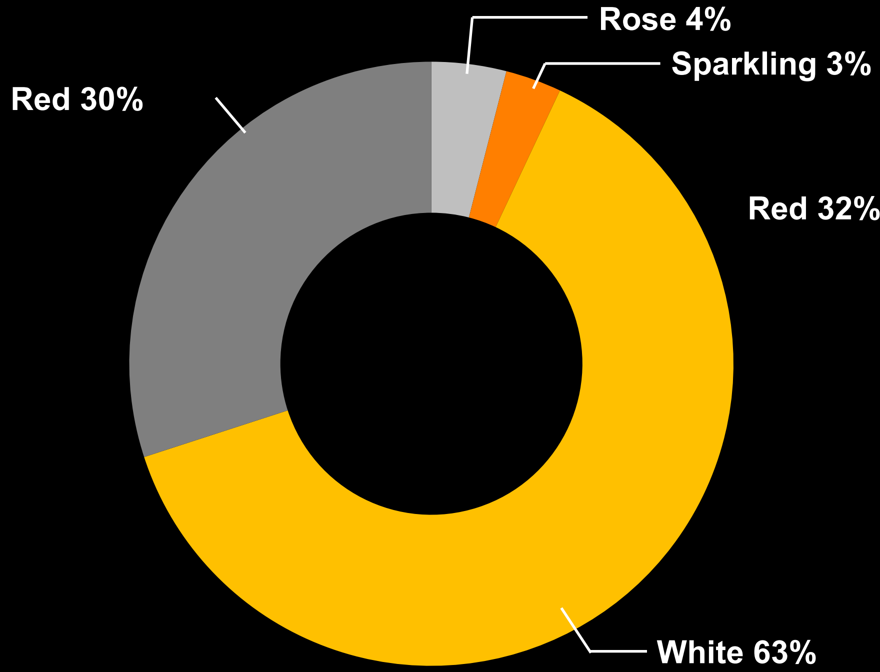
Spirits Summary

- Spirits saw an increase in revenue of **1.9%** and total volume of **8.8%**
- In order, Tequila, Cordials & Liqueurs, Whiskey, Vodka and Rum were the largest contributors to volume share.
- Tequila and Cordials & Liqueurs saw increases of **3.3%** and **4.1%** in volume share, respectively.
- Meanwhile, Whiskey Vodka and rum had decreases in volume share of **-0.2%, -1.4%** and **-3.9%,** respectively.

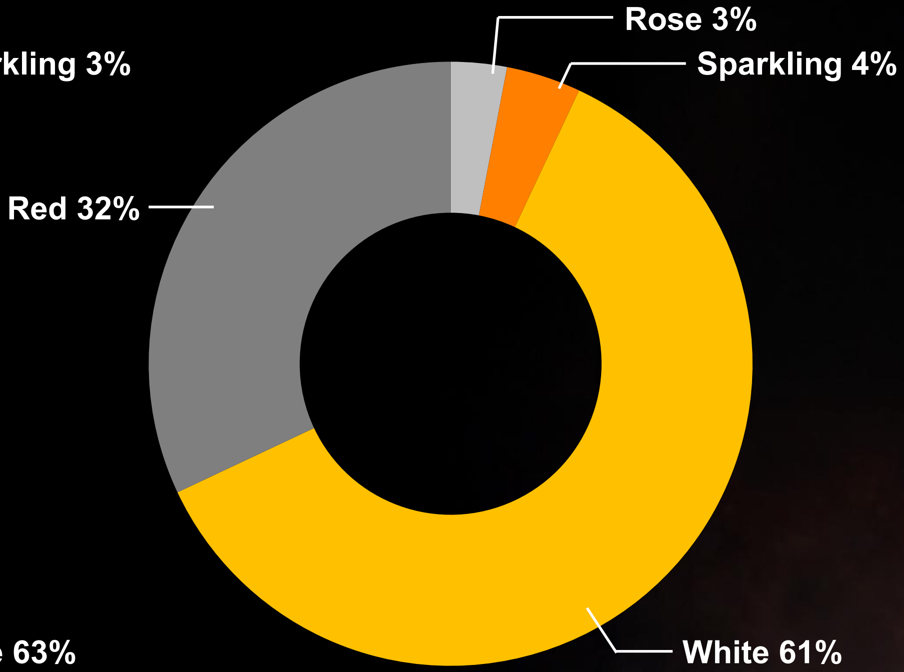
Cocktail Summary

- The major cocktails that drove the spirits growth were Margaritas +4.9% and Mojitos +2.8%.
- Whereas Spiked Lemonade/teas -0.1% and Vodka based cocktails -1.9% saw minor decreases in volume share.
- Those 4 cocktail styles represent over 70% of the total volume share.

Wine Summary



2025 Volume Share %



2025 Revenue Share %

- Wine saw decreases in total volume and revenue of -6.9% and -7.7%, respectively.
- White wine increased volume share by 2.1% but revenue share by only 0.9%
- Red wine decreased volume share by -1.1% with a slightly lower loss of revenue share of –0.6%

Bonus
January Insights

In a tribute to the greatest rockumentary ever, our annual report goes to 13!

As we watched the real-time results pour in for January knowing the off-premise was showing signs of renewed life the on-premise performance also maintained a healthy pace through the last week of January when volumes and revenues plummeted briefly. They have made an upturn again – let's see where they go. Was it the weather? Did the off-premise increase keep people home in the cold?

Draft:

Total volume was down 1.4%

Domestic and Import products started 2026 off with a bang by increasing their volume and revenue shares, all at the expense of Craft products. Not surprisingly, Light Lager and Lagers picked up where they left off in 2025 with increases in volume and revenue share. IPA and European Ales, by contrast, lost volume and revenue share.

Packaged:

Total volume was down 5%

Beyond Beer just keeps on rolling with significant increases in volume and revenue share. Craft had some of its draft losses off-set with modest increases in these metrics as well. RTD Cocktails and Hard Seltzers increased in volume and revenue share, but Non-Alcoholic drinks decreased!

Spirits & Wine:

Total volume was down 7%

Tequila, US Whiskey and Liqueurs increased in volume share, Vodka, and rum saw decreases. White wines where the drink of choice while red, rose and sparkling all decreased in volume share.

About Us

BeerBoard is the leading technology solutions provider for the hospitality industry, enabling retailers, distributors and suppliers to make fact-based decisions about their complete alcohol management. The company manages more than $2 billion in alcohol sales and 100,000 products through its industry-leading solutions.

Our patented digital platform captures, analyzes, and reports real-time data related to alcohol ordering, inventory and performance. Versatile and easily operated from a single dashboard, it has streamlined operations, efficiency and improved revenue across the United States.

BeerBoard delivers proprietary on-premise data that reveals what is selling, where it's winning, and how it compares to competitors in real bars and restaurants. A subscription gives suppliers market-level and brand-level intelligence on performance, trends, and draft presence that cannot be replicated by wholesaler reports or retail panels. These insights enable smarter decisions across sales, marketing, and portfolio strategy.

Find out more about how BeerBoard is changing the beverage alcohol industry at beerboard.com.