Covid Impacts on Alcohol

Dave Christman – National Beer Wholesalers Assn.
Gallons of Total Ethanol Supplied per Capita
U.S. Totals CY 2000 to CY 2020

Source: Compiled by NBWA, 2021
MOTHERS WITH YOUNG KIDS CONSUMED 300% MORE ALCOHOL DURING PANDEMIC, STUDY REVEALS

‘Policymakers should be prepared to respond to the public health consequences of such a sudden, sustained increase in alcohol consumption,’ health economist says
Between 2019 and 2020, consumption rose just 1 extra drink per person per month.
Alcohol Is Consumption Is Consistent over Time

Do You Have Occasion to Drink Alcohol?

Over 32,000 alcohol manufacturers in U.S. Despite COVID-19. Policy changes, demographics and economics drive growth in a race to match innovation and consumer demand. Even DC now has 10 permitted wineries.

The Big Pandemic Shift: Grocery Grabs Greatest Share of Volume

![Bar chart showing the comparison of grocery, mass merch, convenience, liquor store, restaurant, and bar share of volume from 2019 Wk 1-16, 2020 Wk 1-11, and 2020 Week 12-16.]
Package Mix – Pre and Post Pantry Rush

• Pre Lock Down Week 12

- Pre Week 12 Rush
  - Bottles: 59.6%
  - Cans: 31.4%
  - Draft: 9.0%

• Post Lock Down Week 12 Rush

- Post Week 12 Rush
  - Bottles: 67.4%
  - Cans: 32.1%
  - Draft: 0.5%
COMMUNITY SUPPORT

DONATING NON-ALCOHOLIC BEVERAGES TO HEALTHCARE WORKERS

SUPPORTING BAR & RESTAURANT WORKERS

AND MORE...
COMMUNITY SUPPORT

CONTRIBUTING SUPPLIES AND EVEN TRUCKS TO FOOD BANKS AND CHARITIES

DONATING BEER TO MAKE SANITIZER