

# Cheers & Touchdowns: A Winning Combination of Football & Beverage Alcohol

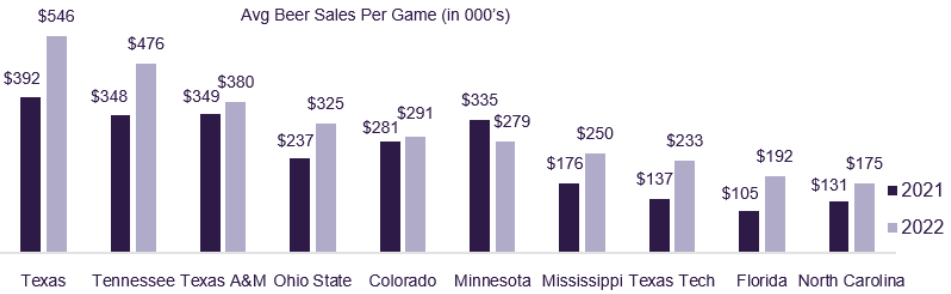
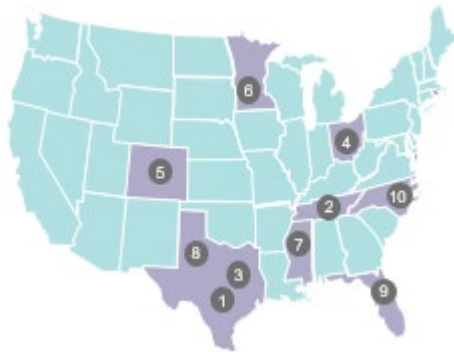
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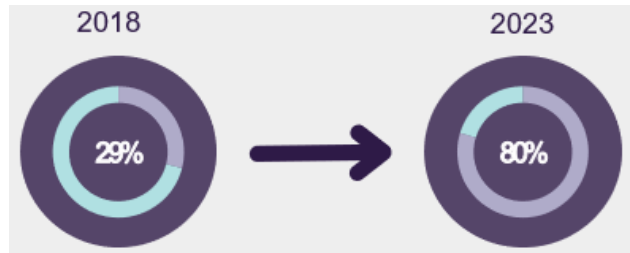
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## Pouring Victory: The Rise of Beer Sales in College Football Stadiums

- A study at Texas Christian University investigated beer sales at home football games in 2021 and 2022 based on 21 out of 38 public universities who provided records.
- The University of Texas topped the list with the highest beer sales in 2022 coming in at an average of \$545,943 per game, followed by the University of Tennessee whose average beer sales were \$475,794 per game.
- Most schools experienced significant growth in beer sales compared to 2021, with increases ranging from 13% to 85%.**
- Well-known programs, such as Georgia, Auburn, Clemson, Kentucky, and Wisconsin, do not sell beer at home games and were excluded from the study.

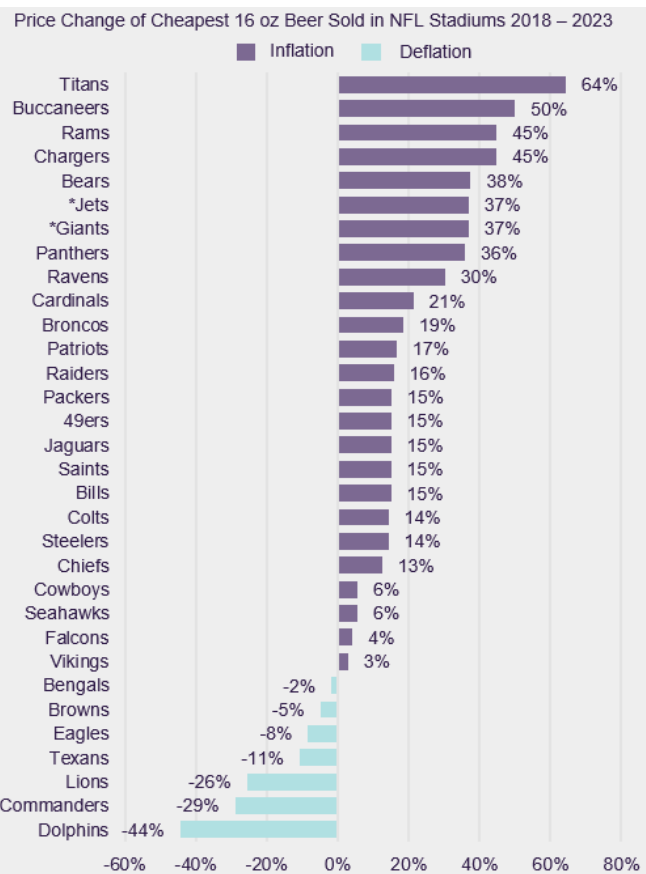


## Sipping in the Stands



An Associated Press survey says alcohol sales are booming in collegiate stadiums. Shown in this chart, as of 2023, 80% of Power 5 schools plus Notre Dame (55 of 69) are selling alcohol in their stadiums during games, compared to only 20 schools a few years ago.

## Brewing Inflation: The Rising Cost of Beer in NFL Stadiums



- An analysis of 2023 beer prices in NFL stadiums standardized costs to a 16-ounce size for beer and revealed significant inflation since 2018.
- The Tennessee Titans led the charge with a 64% growth rate from \$7.00 in 2018 to \$11.50 in 2023, significantly higher than the 5% increase observed from 2013 to 2018.
- The Miami Dolphins experienced a 44% deflation in their cheapest beer prices over the last five years. However, this follows a period of 50% inflation between 2013 and 2018.
- Currently, the league average for the cheapest 16 oz beer is \$9.46. Los Angeles teams emerged as the most expensive, with their cheapest beer totaling \$13.75.
- Other teams charging significantly more than the league average of \$9.46 included the Giants, Buccaneers, 49ers, Titans, Eagles, and Bears. By contrast, Detroit and Miami offer the same size beer for less than half the cost at \$5.00.

## Super Bowl Drives Sales

• In 2023, Drizly sales spiked 39% on game day compared to the previous four Sundays.

• Reposado tequila saw a 25% growth in share for the 2023 Super Bowl versus the 2022 Super Bowl, while RTDs saw a 52% growth in share.

• Lagers saw an 18% growth in share on Drizly, while IPA's share decreased by 11%.