

GAME-DAY BEER BY STADIUM CORRIDOR • TOP BRAND PER TEAM

Bud Light Leads on NFL Game Days, Outside the Stadium and at Home

Convenience store spend outside 20 NFL stadiums shows Bud Light leading beer sales in a plurality of markets, followed by Corona and Michelob Ultra. While Corona and Modelo lead in 30% of analyzed stadium corridors, American beers, again led by Bud Light, receive the largest national purchasing lift on football Sundays.

TEAM	SHARE	TEAM	SHARE
Bud Light #1 IN 5 MARKETS		Modelo #1 IN 2 MARKETS	
Cleveland Browns	23.3%	Seattle Seahawks	26.8%
Buffalo Bills	22.6%	Dallas Cowboys	25.6%
Atlanta Falcons	22.2%	Coors Light #1 IN 2 MARKETS	
Las Vegas Raiders	18.5%	Denver Broncos	22.0%
New Orleans Saints	18.2%	Tennessee Titans	12.9%
Corona #1 IN 4 MARKETS		Miller Lite #1 IN 2 MARKETS	
Miami Dolphins	38.9%	Pittsburgh Steelers	20.7%
Kansas City Chiefs	33.6%	Carolina Panthers	14.4%
Tampa Bay Buccaneers	25.8%	Busch Light #1 IN 1 MARKET	
Cincinnati Bengals	17.6%	Green Bay Packers	18.3%
Michelob Ultra #1 IN 3 MARKETS		Pacifico #1 IN 1 MARKET	
Arizona Cardinals	36.4%	San Francisco 49ers	18.5%
Jacksonville Jaguars	18.8%		
Houston Texans	15.9%		

30%+ share

20-30%

Under 20%

Share = brand's % of all beer spend in the zip on home game dates

DOES FOOTBALL MOVE THE BRAND? • SUNDAY SHARE LIFT, IN SEASON VS OFF

Nationally, American Lagers Gain on Football Sundays

Each brand's Sunday share lift against its own baseline, in NFL weeks and in off-season weeks. Bud Light, Busch, and Budweiser gain the most once football is on; Corona and Modelo post larger Sunday lifts during the off-season.

BRAND	NFL SUN	OFF-SEASON	NFL EFFECT	DIFFERENCE
Bud Light	+0.27	-0.16		+0.43pp
Busch	+0.01	-0.33		+0.34
Budweiser	+0.21	-0.05		+0.26
Busch Light	-1.02	-1.20		+0.18
Miller Lite	-0.54	-0.68		+0.13
Natural Light	-0.26	-0.38		+0.12
Coors Light	-0.58	-0.68		+0.10
Modelo	+0.76	+0.93		-0.17
Michelob Ultra	-0.84	-0.37		-0.46
Corona	+1.27	+2.26		-0.99

Gains on NFL Sundays

Sunday lift is larger off-season

Lift in percentage points • national panel