

US ON PREMISE IMPACT REPORT

February 16, 2023



ON PREMISE SALES: TOTAL US

W/E FEBRUARY 11 2023

Value Velocity

Check Value

Ticket Count

\$82,896

\$50.51

1,641

vs February 12 2022

+9%

+8%

+1%

CONSUMER RESEARCH: KEY STATES*

BEHAVIOR IN THE LAST 2 WEEKS TO FEBRUARY

72%

have been out to **eat** in bars/restaurants in the past 2 weeks (+4pp vs January 2022)

39%

have been out to **drink** in bars/restaurants in the past 2 weeks (-1pp vs January 2022)



44%

Of NFL's "Big Game" viewers planned to participate in daily fantasy sports betting or sports betting via mobile app in the On Premise on February 12th

86%



85%

Of consumers who planned to place a bet during NFL's "Big Game" were **more likely to order more drinks in the On Premise when watching a game they had placed a bet on**, opposed to a game they haven't placed a bet on

Of consumers who planned to place a bet during NFL's "Big Game" agree they **would be more likely to stay in a venue for longer if they won a bet**

*Key states: California, Florida, New York, Texas