



2020 BARREL REPORT



BARRELS DIRECT

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2020 started off strong with a promising increase in producers barreling down products. Like everything else, many aging programs took a hit from the pandemic, but not before many breweries racked their unsold winter beers into oak. A small investment many hoped would pay off once the warm weather (and pandemic) passed. Brewers would later find this investment to be wise; focusing on the high profit, wood aged, bottle releases amidst the second wave of quarantine.

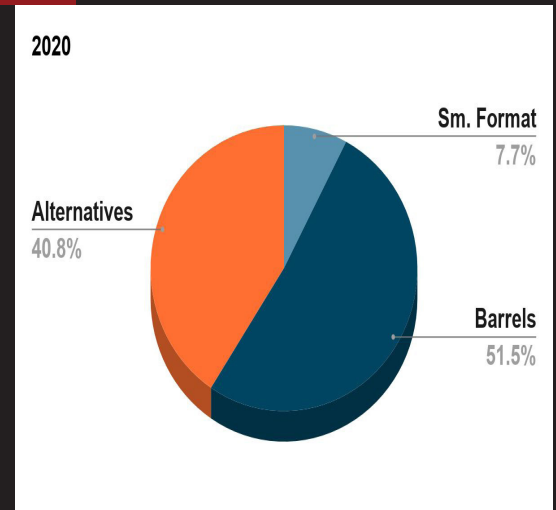
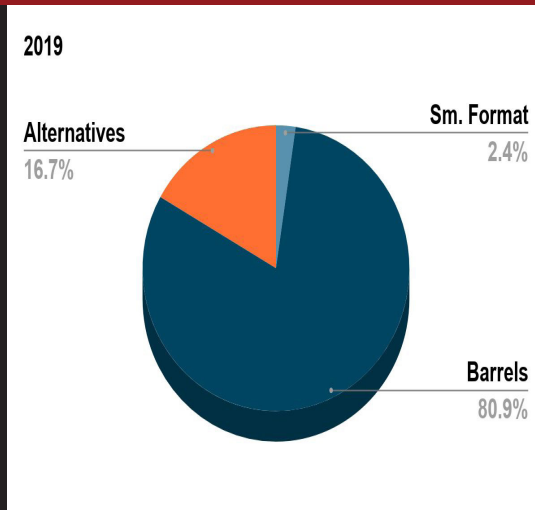


Barrels Filled - YOY Comparison



COMPARISON

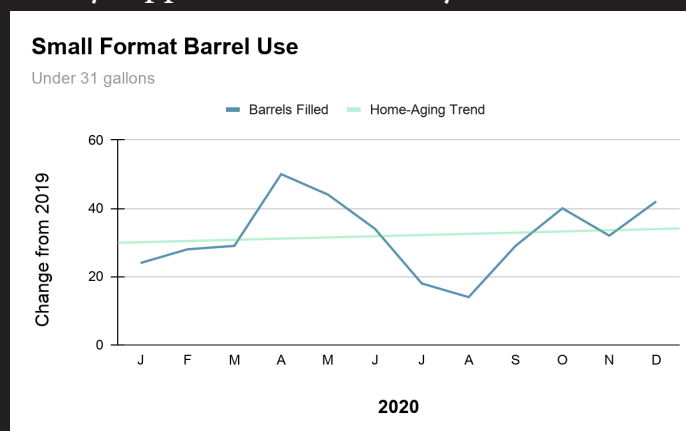
While home barrel aging grew, so did use of wood adjuncts and barrel alternatives with some producers sidestepping traditional aging for other economic options.



SMALL FORMAT BARREL USE

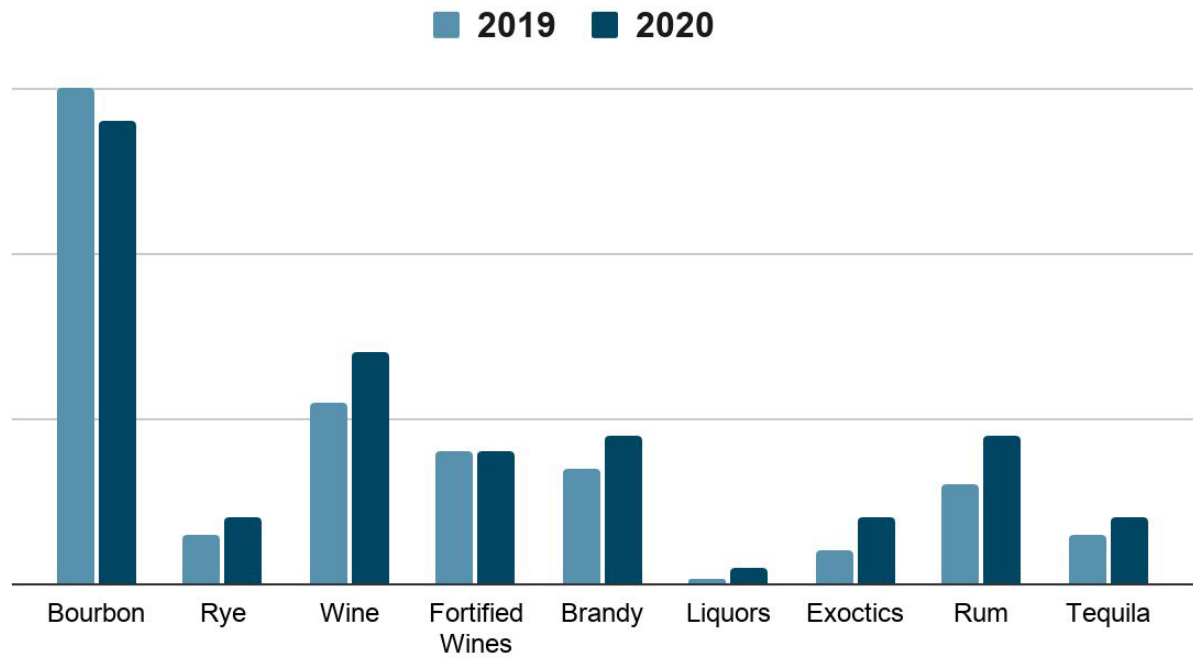
Small format barrels (1 liter to 30 gallons) have been growing in popularity with homebrewers, vinters, and home distillers.

With “stay at home” orders, small format barrel usage spiked as the pandemic set in. Usage then climbed again as the holidays approached and many searched for “that perfect gift” for their homebrewing friends.



Bourbon barrels remained most common, although other options began to grow in popularity. With producers looking to stand out from the crowd, various types of wine, spirit, and liquor barrels were being filled at higher rates.

Types of Barrels Used



BARREL TYPES

Wine Barrels

Use of Wine barrels grew by 27%, with producers now pairing specific varietals, such as Malbec, Cab Sauv, Pinots, and Chardonnays, with their base profiles.

Brandy Barrels

Brandy barrels saw a rise of 29%. More intense than wine and as easy to work with as bourbon, Brandy barrels have become an economic crowd pleaser.

Tequila/Rum Barrels

Not historically known for their curb appeal, better quality Tequila and Rum barrels have been emerging on the markets for a few years now. Slowly regaining the trust of users, these barrels grew in use by 30% and 50%, respectively.

Exotics

Use of Exotic casks, such as Maple Syrup, Vanilla Extract, and Hot Sauce barrels (just to name a few) doubled. Bringing easy marketing and strong flavor profiles already well known to consumers pallets. Producers favor them for one-off and seasonal releases.

The Outliers

Liquor barrels. Mixers and apéritifs, such as citrusy Grand Marnier and Curaçao style liquors, Chartreuse, and Fernet, have all gained in popularity. While not overly popular yet, these styles saw an explosive 233% growth in 2020.

All in all, professional and home producers ended 2020 with more barrels filled than when they started. With positive growth, even coming out of a pandemic, what does 2021 hold for your cellar?

Barrels Filled - YOY Comparison

