

Pandemic Booze

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The Questions

How have pandemics of the past affected alcohol-culture?
What societal/governmental responses occurred?

How has COVID affected our contemporary alcohol-culture?
How have we responded? How will it affect the industry
moving forward?

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The Black Death

Europe and Asia
1340s-1350s

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The Black Death

- Bubonic plague, caused by *Yersinia pestis*
- High mortality rate when left untreated
- Typically transmitted by flea bites
- Total fatalities estimated between 100-250 million people
- Still in existence today

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Yersinia pestis

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Medieval Alcohol Culture

- The tavern as a meeting/drinking place begins to grow in the early 14th Century
- Brewing, distilling, and wine and mead making had all begun to expand before the Black Death

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The Black Death Reactions

- Punishment from God/End of Days
 - Flagellants
- Retreat to country estates/partying/excess
- Self-isolation
- Creation of quarantining/plague hospitals

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Aftermath

- Demographic devastation
 - Caused isolation, depression among living
- Most social and familial ties are devastated
 - In certain areas entire cities and villages are wiped out
- Alcohol production set back several years/decades
- Recurring plagues throughout 14th-19th centuries in Europe, Africa, and Asia
- May have been contributing factor to the Renaissance

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Great Influenza

Worldwide
1918-1920

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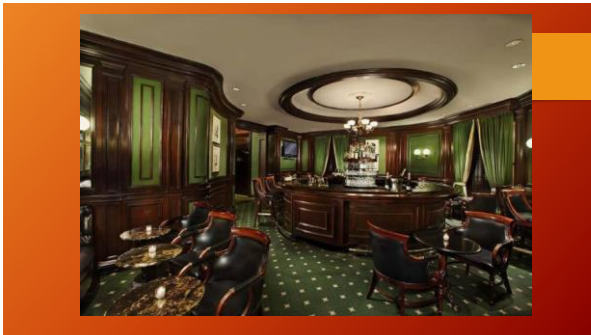
On the eve of the Flu in the USA

- Modernization of society
- Industrialization
- Thriving bars and saloons
- Growth of cities
- Greater domestic and international travel

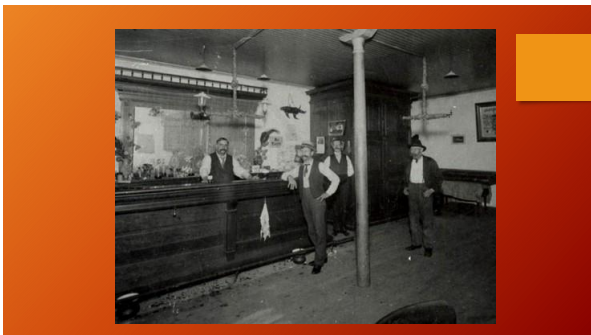
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Great Flu Epidemic Contributing Factors

- Specific Flu Virus has been identified as Type A Subtype H1N1
 - Possibly contained elements of bird and swine flus
- Modernization of travel increased spread
- Large, dense urban populations
- Growth of cities
- WWI

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The big bad H1N1 bug

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Great Flu Epidemic and Alcohol

- Early prohibition efforts had taken hold in many states before the Volstead Act (which passes mid-epidemic)
 - Anti-Saloon League and Temperance Movements used health arguments for Prohibition
- Whiskey, and other alcohols, were believed (wrongly) to help alleviate symptoms and cure flu
 - Pneumonia/Flu becomes a leading reason for an alcohol prescription
- Rise of Speakeasies and Bootlegging under Prohibition might also have been linked to epidemic shutdowns

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Great Flu Epidemic Aftermath

- 650,000 - 675,000 Americans dead, between 20 - 50 million dead worldwide, up to 500 million people infected worldwide
- Alcohol related deaths hard to identify
 - Deaths during this time typically linked more to prohibition than to influenza related shutdowns
- The Roaring 20s follows
 - Driven by Prohibition, Flu Epidemic, and Prohibition

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SARS-CoV-2

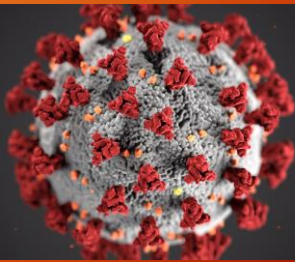
Worldwide
2019 - Today

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On the eve of the SARS-CoV-2 in the USA

- Golden age of alcohol and bar diversity
 - Increases in alcohol consumption from 2010-2019
- Diverse Restaurant Culture
- Inexpensive World Travel
- Growth of cities
 - Starting in mid-2000s

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SARS-CoV-2

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SARS-CoV-2 Responses

- Lockdowns
- Businesses/Restaurants/Bars temporarily shut down
- Ban on large events/gatherings
- Social Distancing/Masking

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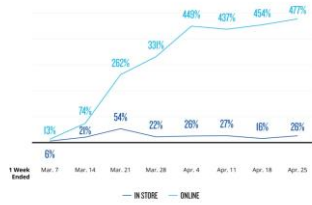
Alcohol during SARS-Cov-2

- Huge increases in consumption from already high levels
- 20% increase in liquor store sales March-September 2020 compared to 2019
- 50% increase in hospital admission for alcoholic liver disease
- On-premise sales crash
 - Major permanent closures of bars and restaurants

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ALCOHOLIC BEVERAGES BOOM ONLINE DURING COVID-19

Alcohol Weekly Sales Growth vs. Year Ago



Source: Nielsen Retail Measurement Services, Total US All Outlets Combined (HOC) including Convenience and Liquor Stores. Nielsen's representative measurements represent the US market. Total US. Some points have been updated to 25, 2020. Copyright © 2020 The Nielsen Company (US), LLC. All Rights Reserved.

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Restaurants and Retail Continue to Struggle

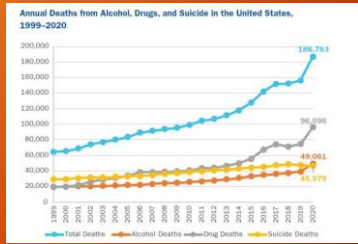
Number of businesses marked closed* on Yelp that were open March 1



*Meaning U.S. businesses that were open on March 1. A business was counted as closed if it was marked as permanently or temporarily closed through its Yelp profile or marked as closed on Yelp. Data is based on the most recent data available for each business as of the report date. Data updated through July 15. Does not include business closures because of new rules or regulations.

Source: Yelp
Chart: The DataFairy

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Shift in Alcohol Laws During SARS-Cov-2

- Over 30 states relax laws governing off-premise sales of alcohol from restaurants and bars
- Increase in availability of alcohol delivery
 - Restaurants not shut down - needed to feed working class that did not have kitchens
- Many law changes made permanent

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Alcohol Post-SARS-Cov-2

- Increase in "home bartending"
 - Driven by both social media and lockdowns
 - Consumers have new skills and abilities
- To-go Drink Culture
 - Major increase in restaurant and bar customers adding "to-go" drinks at the end of a visit
- Roaring 2020s?
- Permanent shift in certain consumer behaviors?

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Conclusion

"History doesn't repeat, but it rhymes." - Mark Twain

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Takeaways

- We're not that different from our past-epidemic affected ancestors
- More support during future epidemics
 - Counseling, medical, etc.
- Bars and restaurants will continue to recover slowly, but may not hit pre-epidemic levels soon

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Thank You for Participating

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