

How beverage distributors **get lucky** on St. Patrick's Day

As the third largest drinking holiday in the world, distributors must prepare for the annual St. Patrick's Day demand surge to ensure no glass runs empty. Here's a closer look at the supply chain helping distributors deliver nationwide.

This St. Patrick's Day is gearing up to be bigger than ever...



61% of Americans

plan to celebrate the Emerald Isle, up from 54% in 2022.



\$6 billion

will be spent on all things Irish, from green attire to corned beef and cabbage, according to estimates.

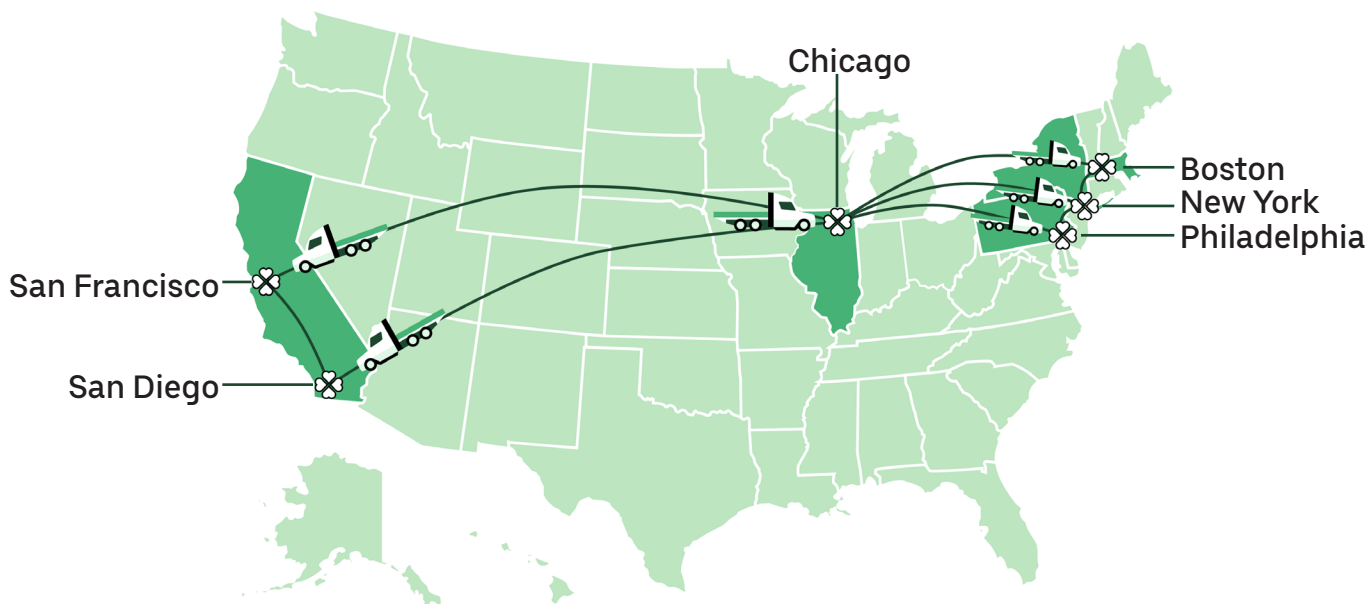


174% rise in sales

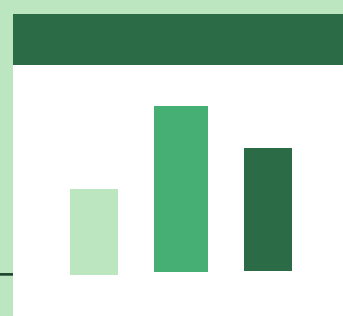
of beer on the holiday compared to the average day. Spirit sales increase 153%.

Plans (and ales) begin brewing months in advance

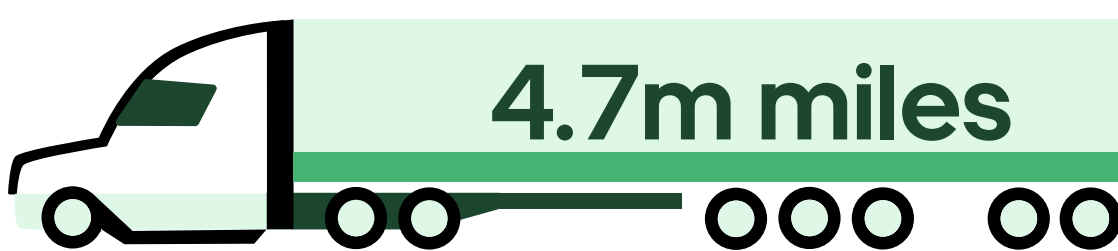
Distributors use historical data from the nation's biggest celebrations to plan for a spike in beer demand and minimize shortages and inventory excess.



Breweries enhance production by using technology to calculate how much beer to make and track ingredients, temperatures and expiration dates.

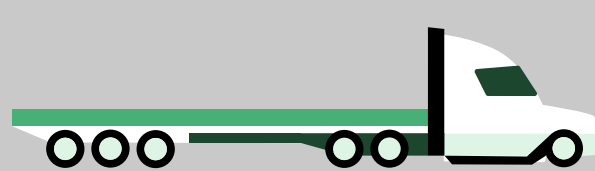


In March, trucks carrying packaged beer to consumers will travel...



From barley to barstool

Believe it or not, beer can go stale. Suppliers and carriers are leveraging transportation management solutions to stay on top of demand and ensure they deliver fresh pints to revelers across the country.



Visit uberfreight.com to learn how distributors step up to the challenge this year and collaborate with transportation management partners like **Uber Freight**.