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# Bottled Peroni led pub orders during England’s match against Norway

Access Hospitality found bottled lager outsold draft beer by 49%, while Prosecco generated the highest sales value on one of the tournament’s busiest nights.

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Pub data from England’s World Cup match against Norway on Saturday showed that bottled lager led drinks orders, with 330ml bottles of Peroni topping the list of the most purchased items during the game.

The figures came from Access Hospitality, which said it analyzed purchasing data tied to UK pub bookings from its largest EPOS customer after the match. The company said the results offer a snapshot of what football fans chose to eat and drink during one of the tournament’s busiest pub nights.

According to the analysis, bottled Peroni was the single most ordered drink of the evening. Draft Peroni ranked second, but sales of bottled Peroni were 49% higher than draft sales. Bottled Corona placed third among individual drink orders, reinforcing lager’s dominance across the night.

Access Hospitality said lager was the top-performing drinks category overall, suggesting that beer remained the main choice for supporters watching the match in pubs. At the same time, the data pointed to broader demand beyond beer. Gin and tonic ranked as the fourth most ordered drink of the night, and spirits were the second-largest drinks category by volume.

That mix matters for pub operators during major sporting events, when demand can shift quickly and venues need to balance speed of service with a wide enough range to capture different spending habits. The company said the figures indicate that while football crowds still lean heavily toward lager, many customers also opted for spirits, sparkling wine and still wine.

In value terms, Prosecco outperformed every other drink item despite selling fewer units than bottled beer. Access Hospitality said 248.8% more units of bottled Peroni were sold than Prosecco, yet Prosecco generated an 87.6% higher sales value. Rosé showed a similar pattern. Bottled Peroni sold 300.7% more units than rosé, but rosé delivered a 78.1% higher sales value.

The contrast between volume and value highlights a familiar dynamic in British pubs during large televised sports events. Lower-priced, fast-moving drinks often dominate unit sales, while sparkling wine, wine and mixed drinks can contribute more strongly to revenue per order. For operators, that can shape decisions on stock levels, staffing and promotions during tournament fixtures.

Food orders also reflected the pace of match-night drinking. Crisps and nuts were among the most popular choices, pointing to demand for quick snacks that could be eaten without leaving seats or missing key moments in the game. More traditional sit-down meals drew relatively few orders, according to the company’s analysis.

That pattern fits a wider pub trend during live sports broadcasts, where customers often favor food that is easy to share and requires little waiting time. Snacks such as crisps and nuts are simple for venues to serve at speed and can pair easily with beer, spirits or wine. For pubs managing heavy traffic before kickoff and at halftime, those items can also reduce pressure on kitchens.

Champa Magesh, managing director at Access Hospitality, said the figures show how strongly major football matches affect pub trade. “These figures show just how powerful big football moments are for pubs,” Magesh said. “Lager is still leading the line, but the popularity of drinks like gin and tonics, prosecco and wine indicates that customers also like variety when celebrating the occasion.”

Magesh added that real-time sales information can help venues adjust stock and service plans as the tournament continues. “Our insights demonstrate the value of using real-time data to make quick decisions about stock management that will help venues to maximise revenue throughout the remainder of the tournament by delivering the things customers want most,” she said.

Access Hospitality is part of The Access Group and provides software and management tools for hospitality businesses. The company says it works with more than 45,000 hospitality sites across the United Kingdom and more than 100,000 venues worldwide.

The data offers a narrow but useful view into how fans spent during one high-profile international fixture in England’s pub trade. It suggests that on big football nights, bottled lager remains central to the occasion, but premium sparkling wine, wine and mixed drinks can carry outsized weight in revenue, while simple bar snacks continue to beat full meals when attention is fixed on the screen.