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The perfect pours to go with the madness March brings

With March Madness just around the corner, we know that sports fans across the country are gearing up for the biggest college basketball tournament of the year. As a leading online sportsbook, we at [BetUS.com](https://betus.com) are always looking for ways to enhance the fan experience and bring our customers closer to the action. That's why we've conducted a survey of basketball fans across the country to find out which beer brands are the most popular for watching the tournament.

Our survey found that beer and basketball are a match made in heaven, with 73% of fans saying that they enjoy drinking beer while watching the games. But not all beer is created equal when it comes to March Madness. Depending on which team you're rooting for, there are specific brands that are more popular than others. Here are some of the most popular beer brands for fans of each major team in the tournament:

Gonzaga Bulldogs: When it comes to Gonzaga fans, the top beer brand is Deschutes Brewery. This craft brewery, located in Bend, Oregon, is known for its hop-forward beers and innovative flavors. With Gonzaga's dominance in the tournament, it's no surprise that Deschutes is a top choice for fans looking to celebrate their team's success. Here are the top three choices of Gonzaga fans:

- 1-Deschutes Brewery (31%)
- 2-Bud Light (27%)
- 3-Sierra Nevada Brewing Co. (20%)

Baylor Bears: Fans of the Baylor Bears are reaching for Shiner Bock during the tournament. This Texas-based brewery has been a favorite of Lone Star State residents for over a century, and its smooth, easy-drinking bock is a hit with Baylor fans.

- 1-Shiner Bock (39%)
- 2-Coors Light (28%)
- 3-Saint Arnold Brewing Company (18%)

Michigan Wolverines: Bell's Brewery is the go-to beer for Michigan Wolverines fans. This Michigan-based brewery is known for its innovative beers, like the popular Two Hearted Ale, which has become a favorite of craft beer lovers across the country.

1-Bell's Brewery (34%)

2-Miller Lite (29%)

3-Founders Brewing Co. (21%)

Illinois Fighting Illini: Fans of the Fighting Illini are raising a glass of Goose Island during the tournament. This Chicago-based brewery is known for its classic beers, like the crisp and refreshing 312 Urban Wheat Ale, which pairs perfectly with a plate of nachos while watching the game.

1-Goose Island (29%)

2-Budweiser (25%)

3-Revolution Brewing (19%)

Ohio State Buckeyes: Ohio State fans are loyal to the local favorite, Great Lakes Brewing Company. This Cleveland-based brewery has been a staple of the Ohio craft beer scene since the 1980s, and its Dortmunder Gold Lager is a hit with Buckeyes fans.

1-Great Lakes Brewing Company (35%)

2-Yuengling (27%)

3-Sam Adams (22%)

Houston Cougars: When it comes to the Houston Cougars, fans are reaching for Saint Arnold Brewing Company's Art Car IPA. This Houston-based brewery is known for its bold and flavorful beers, and the Art Car IPA is a favorite of Houston sports fans.

1-Saint Arnold Brewing Company (40%)

2-Bud Light (32%)

3-Karbach Brewing Co. (21%)

These are a few examples of the most popular beer brands for fans of major teams in the tournament. Of course, everyone's taste in beer is different, so we encourage fans to try a variety of beers during the tournament and find the one that's perfect for them. At BetUS.com, we're committed to enhancing the fan experience and helping our customers get closer to the action. Cheers to a great March Madness tournament!

If you're interested in learning more about our survey results, please don't hesitate to reach out.

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