

Consumer Trends: 90 Percent of Americans Drink Soda During Super Bowl

MOUNT LAUREL, N.J. (Business Wire) — [As the year's most watched television broadcast in the U.S.](#) [1] approaches, SodaStream, the leading maker of home carbonation beverage systems, surveyed more than 1,500 Americans on how they'll get ready to kick-off their game day celebrations with friends and family. Selecting this year's MVP in the beverage category proved to be an easy feat; nine out of 10 Americans (90%) say they choose to drink soda during the Big Game.

While soda will sack other beverages at parties nationwide on Sunday February 2, SodaStream's "State of Soda & Beverages" Survey reveals some interesting game day party stats, including:

- Nearly 70% of respondents who have attended a party to watch the Big Game, say the host ran out of beverages.
- 71% of Americans spend equally on soda and snacks when watching the game, with beer falling next on the list.
- Soda is the number one mixer for cocktails during the big game (79%).
- More than sixty percent (66%) say they will make a custom or Big Game-themed cocktail to be savored on game day.

"Soda-lizing" with SodaStream

This year "soda-lizing" will be all the rage at house parties among friends and family. The survey also reveals that more than half (55%) of Americans rank socializing while eating and drinking just as important as the game itself. Moreover, 88% of respondents see the Game Day as a social event and not just a football game.

Survey Methodology

The survey was conducted online in January by Survey Monkey® on behalf of SodaStream from December 30, 2013 - January 4, 2014 among 1,582 adults ages 18 and older in the U.S. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

About SodaStream

SodaStream International Ltd. (NASDAQ:SODA) is the world's leading manufacturer and distributor of home beverage carbonation systems, which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. Soda makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. Our

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products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, our products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. SodaStream products are available at more than 60,000 retail stores in 45 countries around the world, including over 15,000 retail stores in the United States. For more information please visit www.sodastream.com [2].

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