

ZERO SUGAR ENERGY DRINK*



LIVE. FIT. GO.™

Score sales this summer



A packed calendar of sporting events is expected to drive footfall, bigger baskets and impulse spend throughout summer. Learn how you can net sales

This summer will be fuelled by a host of major sporting events including The Hundred, Wimbledon, Royal Ascot, the British Grand Prix and the big one – the FIFA World Cup 2026™. More than half (53%) of consumers planning to get involved believe the World Cup™ to be the most important international sporting event of the year¹.

Football driver

The biggest driver of convenience sales during the tournament will be the shift to at-home viewing. With the matches taking place in different time zones across North America, UK fans are in for some late-night kick-offs, making pubs less practical. More than half of UK viewers are planning to watch from their own living room, and many will be hosting friends and family¹.

Top-up missions will be one of the key driving forces in convenience. As fans stock up on snacks, alcohol and on-the-go food they will be looking to your store for quick and easy solutions. It's important you position your store as the go-to for match night essentials. Consider extending your hours to cater for late fixtures and you'll encourage repeat visits throughout the tournament.

Big night in, bigger baskets

The football tournament will centre around 'big night in' occasions, which are key to driving higher basket spend. Rather than just shopping for one item, fans are shopping for the full match experience, so cross merchandising is critical.

Promoting match day bundles is the way to go. Combine bestselling products, such as beer, pizza and crisps, and encourage trade up to premium options to offer greater value and make shopping easier for your customers while boosting their basket spend.

Convenience store missions can be unplanned and visual cues can significantly influence purchasing behaviour. Ramp up the excitement with eye-catching football-focused PoS displays. Send out daily messaging on

58% of UK shoppers say they're quite or highly likely to get involved in the tournament


(Source: Savvy, What Are Shoppers Planning for The FIFA World Cup™, 04.02.26)



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*Celsius contains vitamins which help reduce tiredness and fatigue (B2, B3, B5, B6, B12 and Vitamin C). **Recommended Retail Price.



Click to take a look at the Focus On Big Night In guide for more tips 

social media to promote your stock, use front-end displays for collectables such as stickers and create a dedicated 'match night' zone by placing complementary items together to link categories. Secondary placements of bestselling items will also push for those last-minute basket additions during these high-energy moments as 25% of crisps, snacks and nuts sales happen away from the main fixture².

Categories that win

A small number of high-performing categories will drive the majority of sales during the summer of sport.

Beer remains the top alcoholic drink associated with football viewing³ and cider will experience a seasonal boost, particularly flavoured cider, which sees a 20% uplift in sales during summer⁴. Focus your range on RTDs and multipack formats to ensure you're catering to the nature of football watching. Alcohol-free beer is also a growing category, and you can capture changing preferences by stocking popular 0% lagers as a minimum.

Crisps, snacks and nuts are essential footfall drivers for your store. Demand will strongly shift towards large sharing formats as fans prepare to host big

Introducing new KitKat® F1!

Celebrating KitKat® as the official chocolate bar of Formula 1®, this treat is made for fans craving excitement both on and off the track. A milk chocolate treat with creamy filling and crispy inclusions, it comes in the shape of a Formula 1® car!



watch parties. With the tournament hosted across three countries, there is also the opportunity to stock globally inspired flavours and limited-edition NPD as a significant point of difference for your store. Consider offering Mexican street food, Canadian BBQ or American diner-themed products as premium trade-up items for your promotional match day bundles.

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(Sources: ²PepsiCo convenience path to purchase research 2021; ³Kantar, Worldpanel Division, Alcovision Data to 30.06.22; ⁴NielsenIQ, March 2021-Feb 2024)



THE ENERGY RANGE THAT POWERS YOUR PROFITS



STOCK UP ON NEW BIGGER 500ML CANS NOW AVAILABLE



RETAILERS BENEFIT FROM UP TO 47% POR

OWN BRAND IS NOW A TOP 3 PERFORMER IN THE SPORTS & ENERGY CATEGORY



FUEL THE MOMENT

Source: Smartview Convenience Volume Data 52w MAT to 08.10.2025 (excludes Chilled & Frozen, Commission & Bread)



Click to explore the Focus On Summer of Sport guide for more tips - available 11 May



Scottish bank holiday boost

For convenience store retailers in Scotland, the 2026 tournament looks set to be a lucrative occasion, as well as a moment of national pride as the men's national team are taking part for the first time since 1998, almost three decades later. To enable businesses to make the most of this momentous national occasion, Scotland's First Minister John Swinney has confirmed an additional bank holiday Monday – for Monday 15 June – to follow Scotland's first game against Haiti, which is scheduled for 2am. The time difference means that many Scottish fans will be tuning in from home, which is ideal for big night in and social occasions, and retailers can take advantage of this by stocking up on the products most in demand.

For details on the exciting retailer-exclusive Spin to Win competition, with daily prizes up for grabs and one grand prize, click below

Click for Spin to Win competition



The alcohol ready-to-drink category continues to grow at a pace, now worth more than **£735 million** in GB¹, with value sales forecast to grow by an average of 4% annually between 2026 and 2028 – equating to 8% growth across the two years²

(Sources: ¹Nielsen Total ARTD Value 52 w/e 24.01.26; ²GlobalData, Segment Insight, February 2026)

“We want to make the most of Scotland's participation in this global sporting event by ensuring people have the opportunity to come together and celebrate – no matter the outcome of the match,” said Swinney.

“I am very grateful to His Majesty King Charles for approving the proposal and I encourage employers around the country to work with staff to put in place suitable arrangements that will allow as many of them as possible to join in the celebrations.”

Shout about it

This additional bank holiday offers Scottish retailers the opportunity to turbo boost their sales for the weekend, especially those who use their social media channels to share their impulse and licensed range, special offers and the latest NPD, as well as support for the national team. If you already offer a delivery service, make sure your customers know about it, and monitor demand carefully.

*Local restrictions may apply in Scotland. Retailers should ensure compliance with relevant licensing laws

STOCK UP & GET ON TOP OF YOUR GAME



75%
of viewers grab a snack while watching football games*

41%
of shoppers look out for promotions linked to major sporting events*

