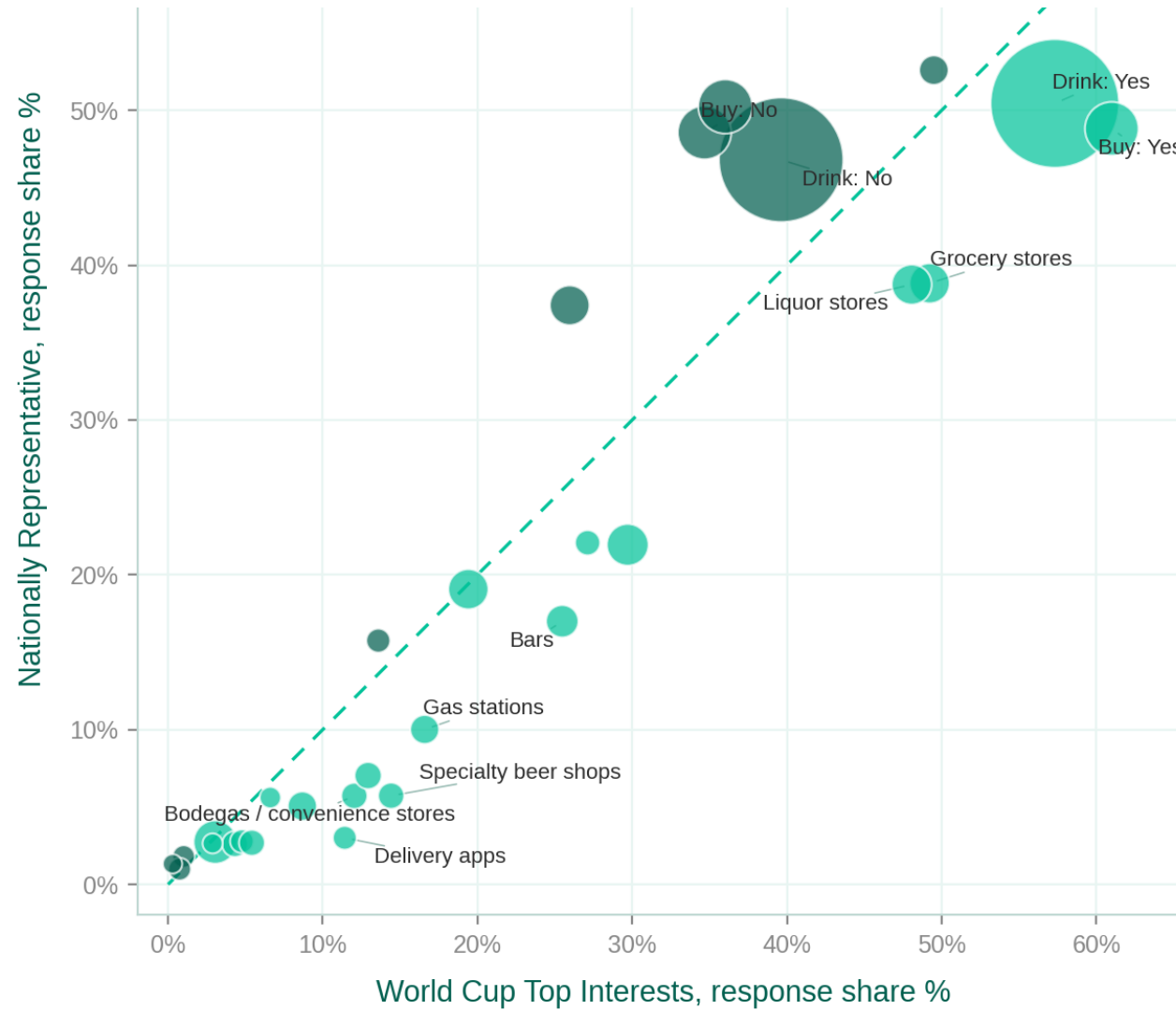


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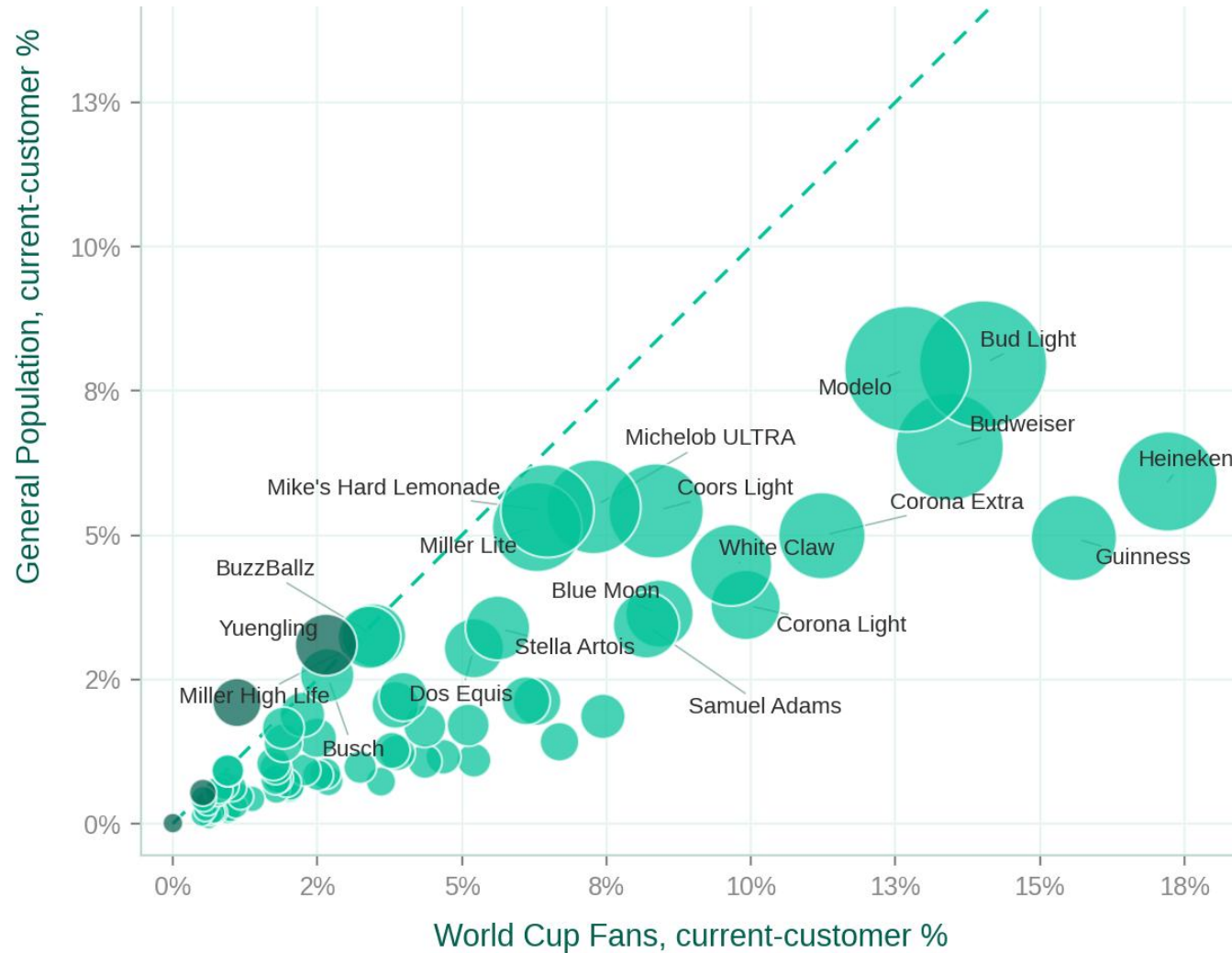
Strong World Cup Matches A Likely Win for US Alcohol

June 2026
Optimal Advisory

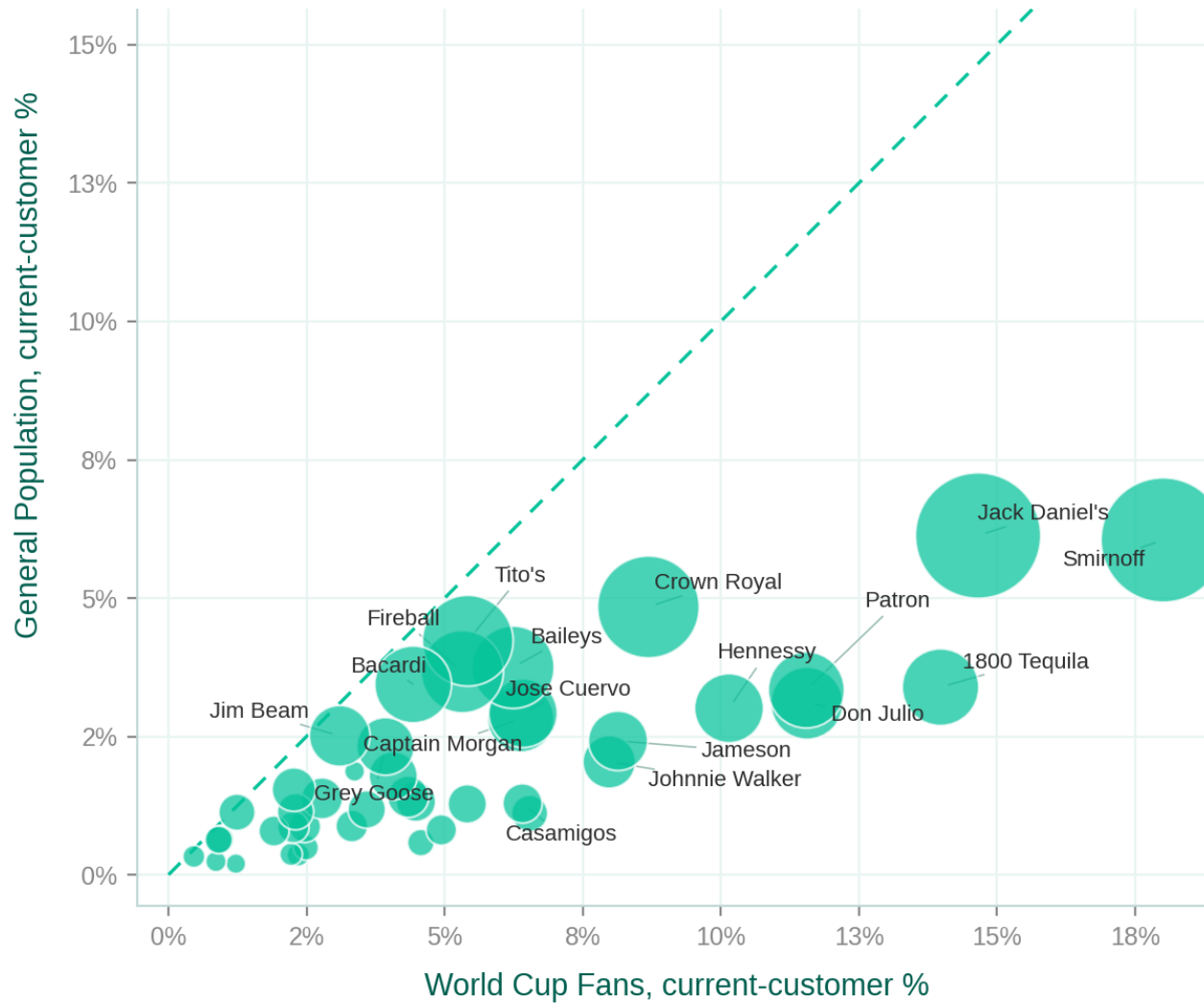
World Cup Fans Over-Index on Alcohol in Every Channel – Bars & Delivery Apps Most



World Cup Fans Buy More Beer, Seltzer and RTD, Led by BUD, Global Lager Brands



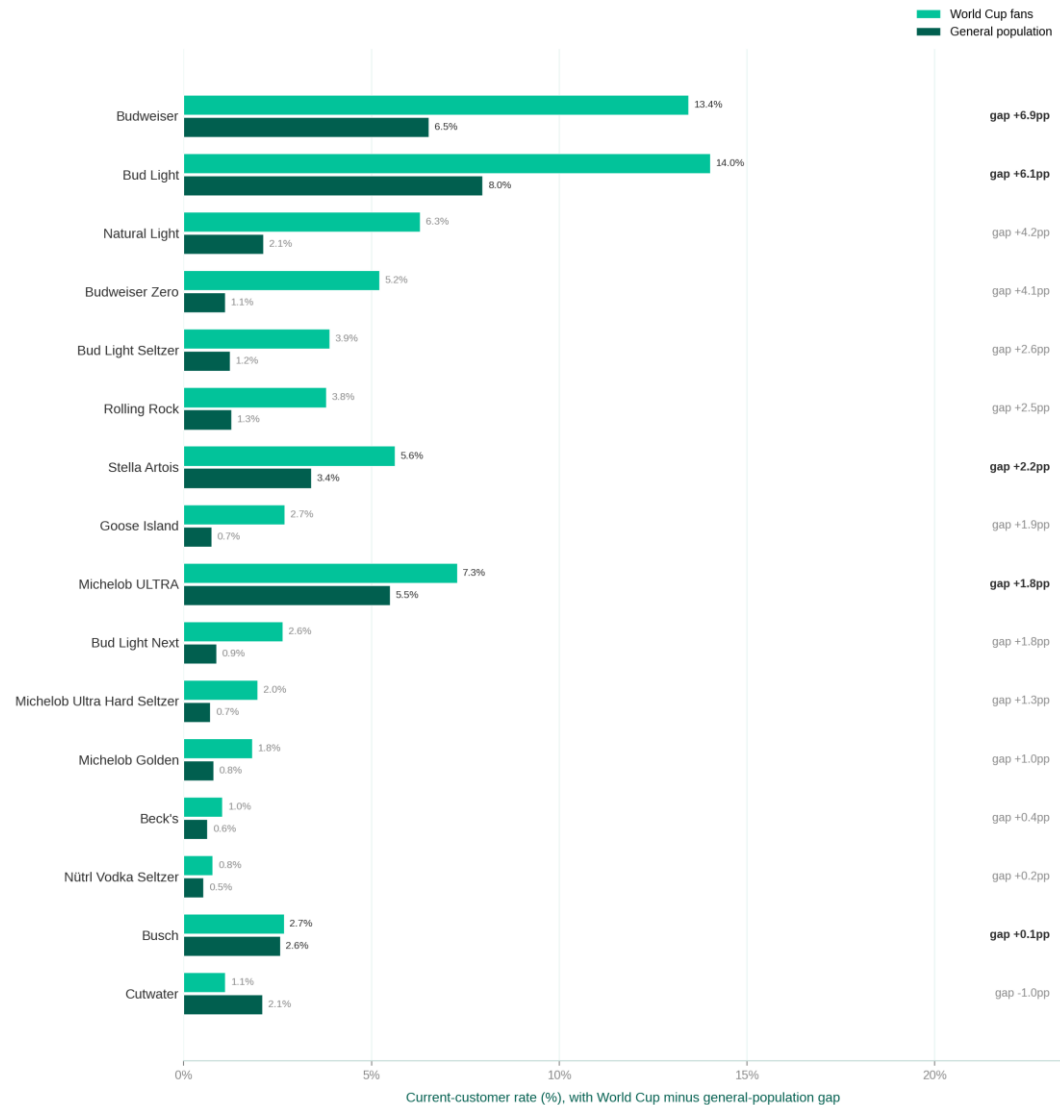
Every Spirit Brand Over-Indexes to World Cup Fans, Tequila and Whiskey Widest



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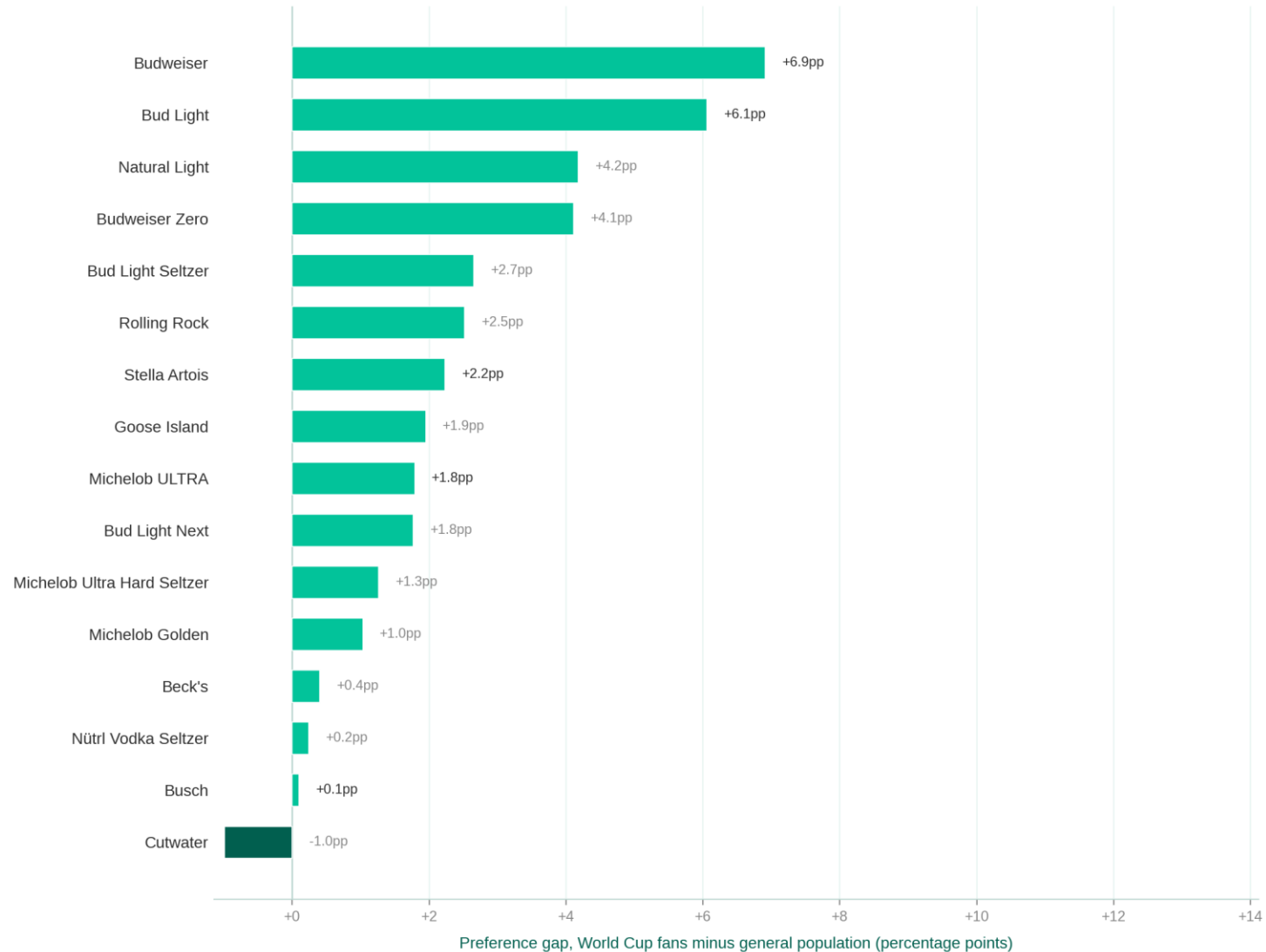
Company Highlights

Anheuser-Busch InBev: Sponsorship Pays as Budweiser and Bud Light Top the Portfolio



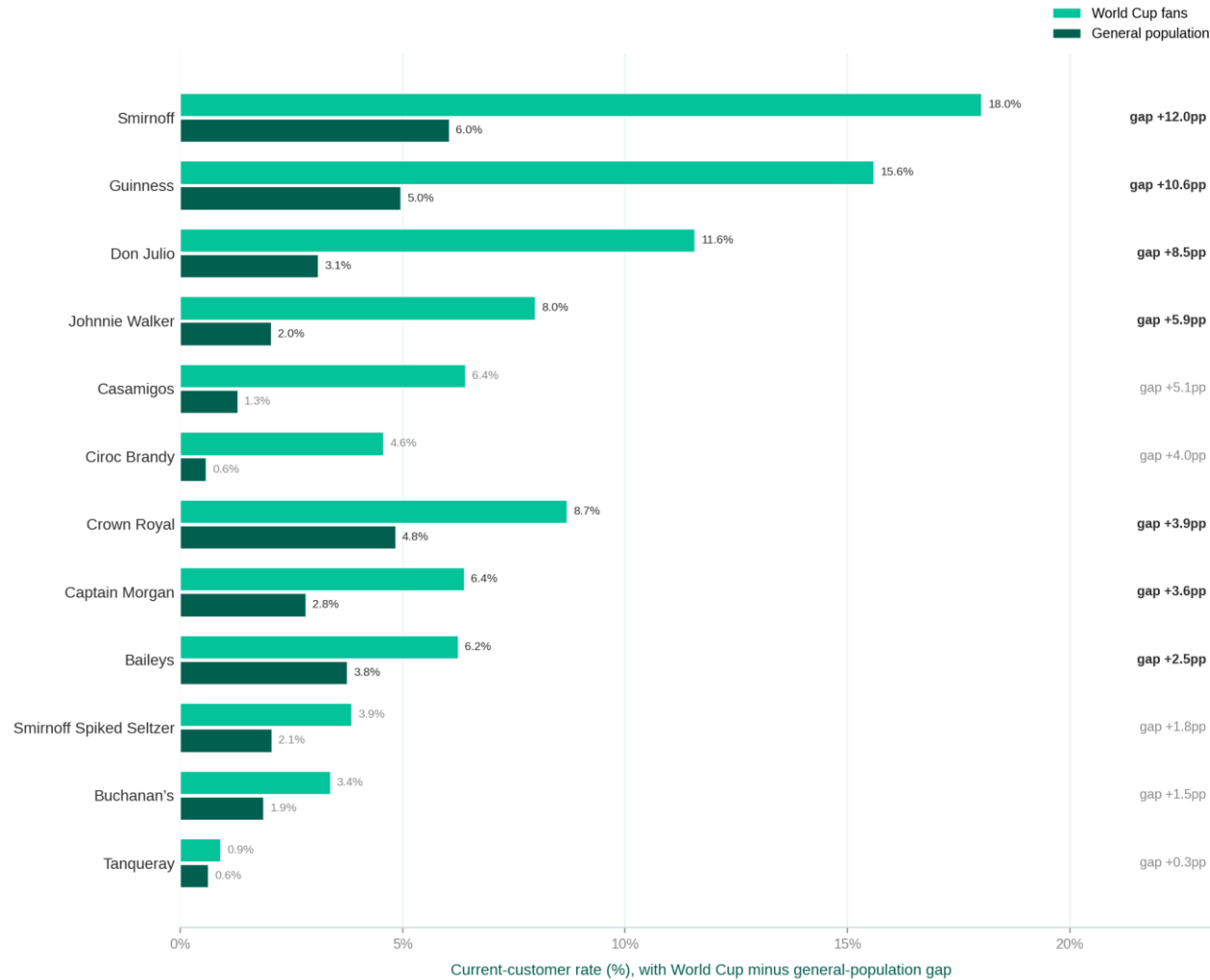
Source: Profiles USA 2026-06-14, YouGov. Gap is current-customer rate among World Cup fans minus general population. US portfolio; Corona and Modelo are licensed to Constellation in the US and shown separately. Cutwater is the lone brand below parity.

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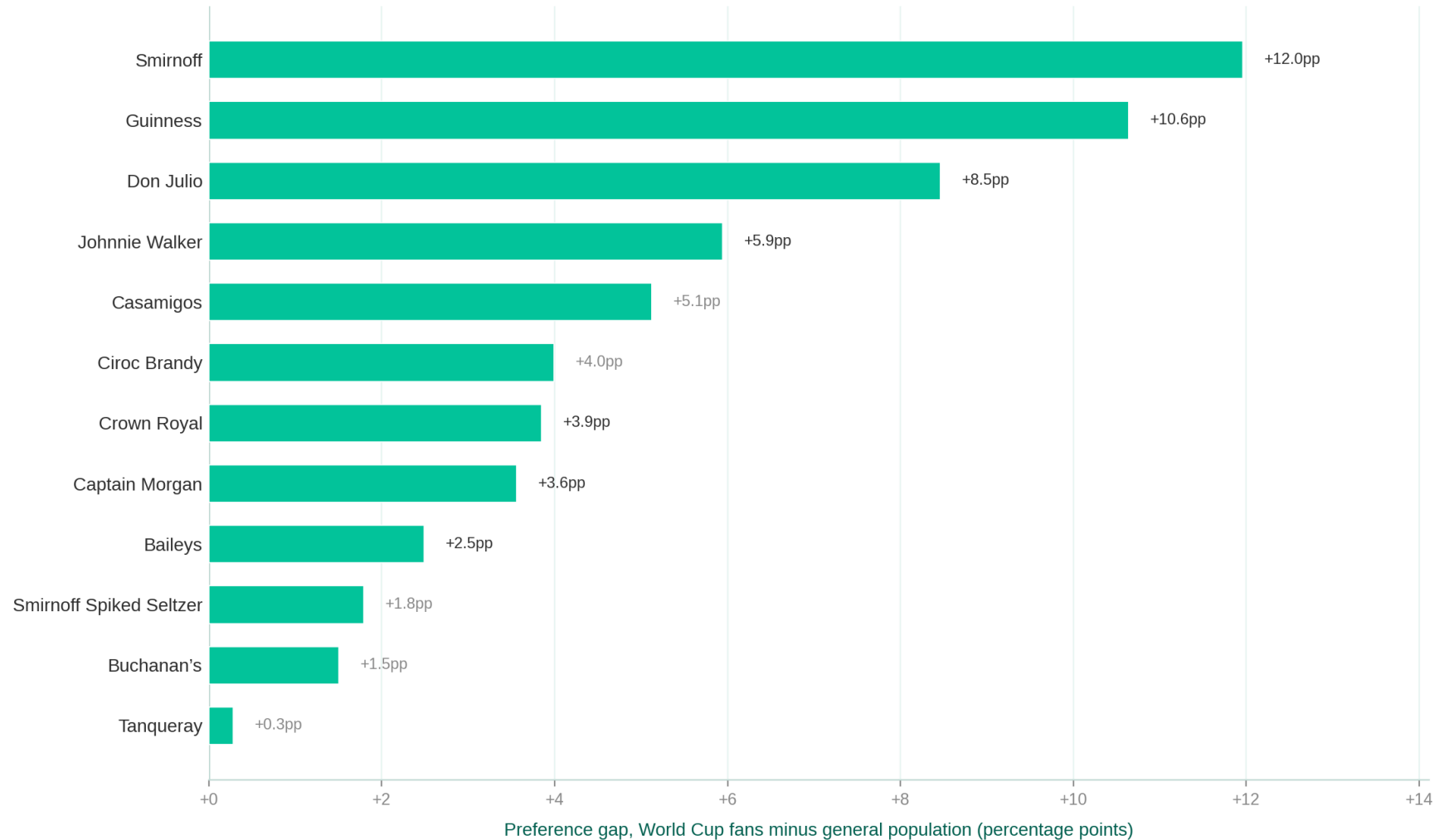


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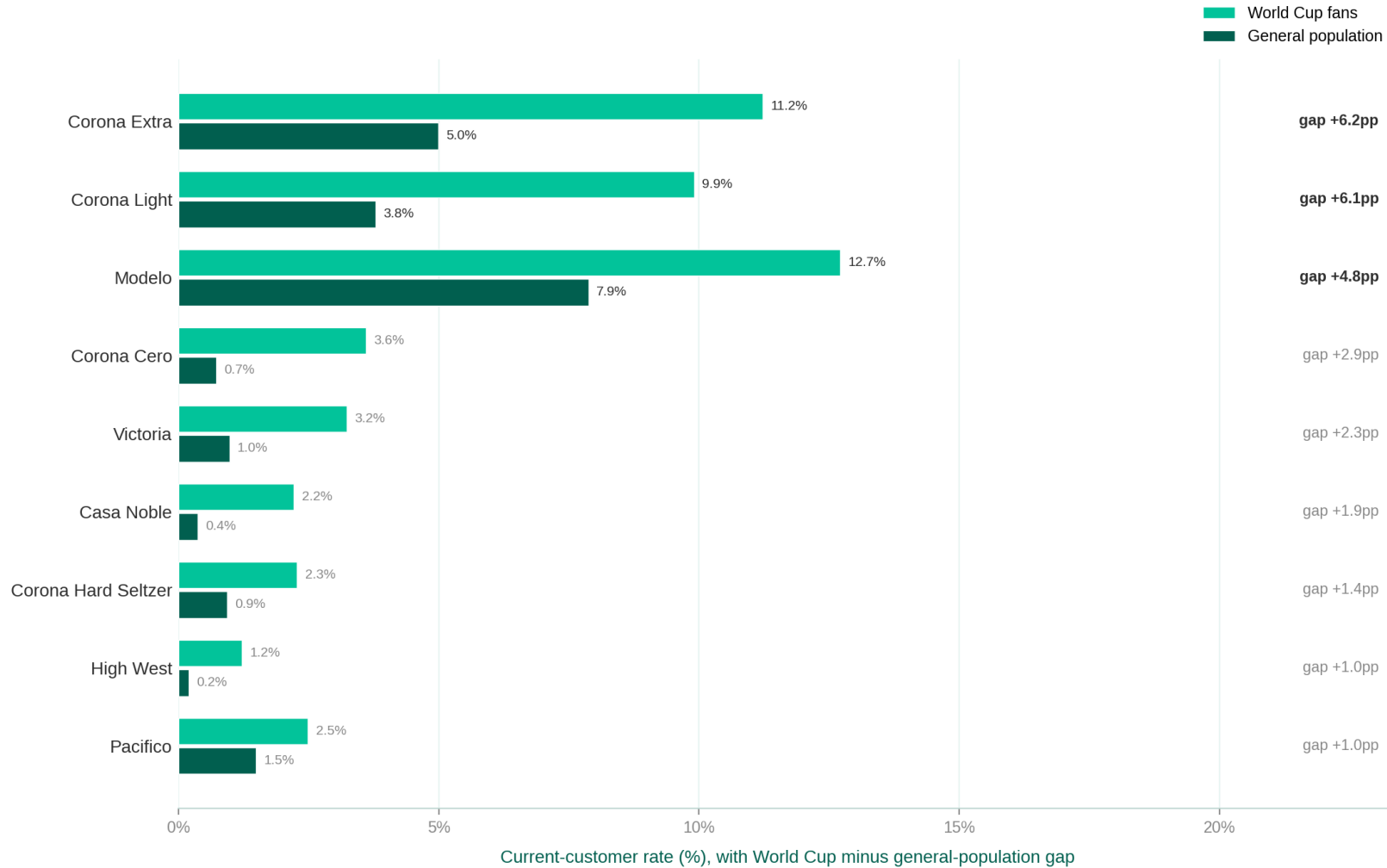
Diageo: Smirnoff and Guinness Lead the World Cup Preference Gap, with Honorable Mention to the Tequila Brands



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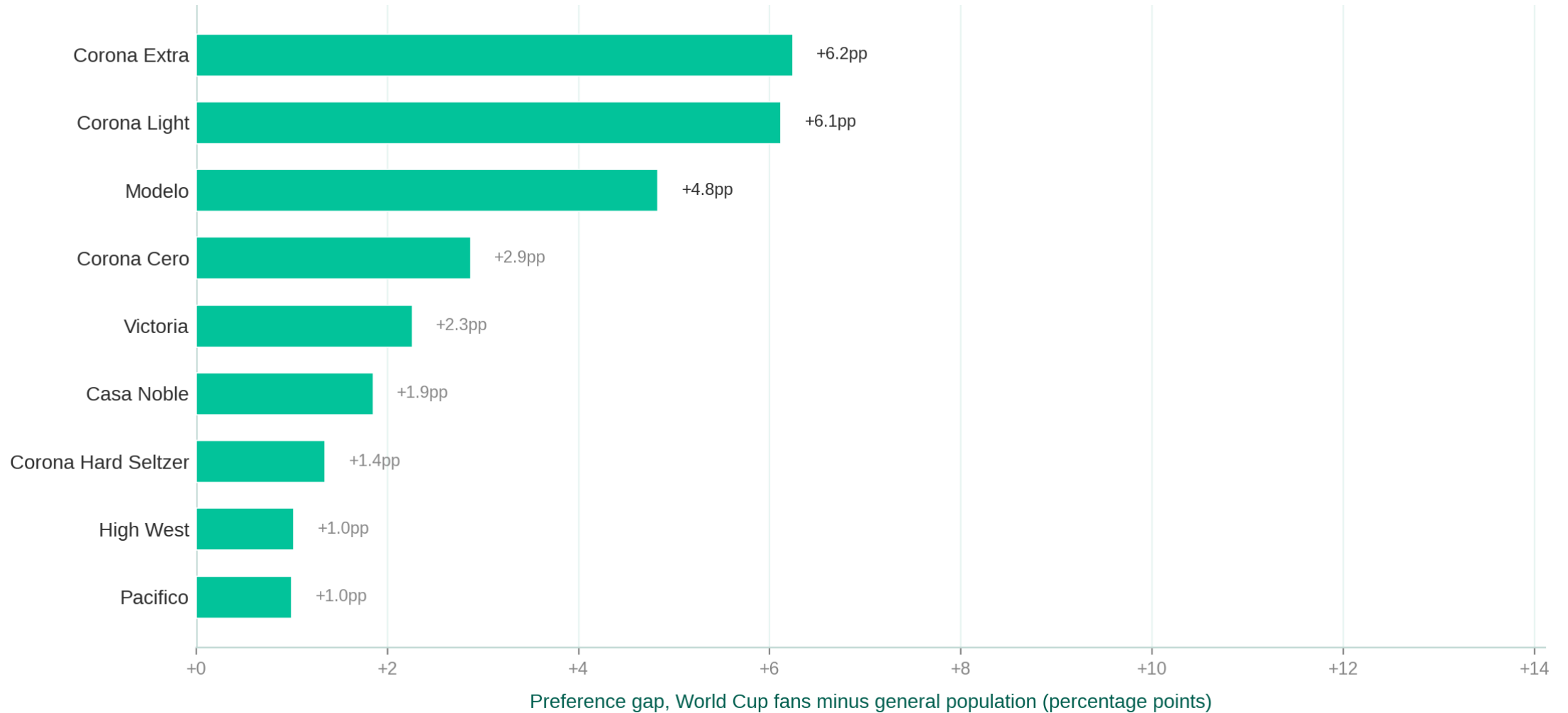


Constellation Brands: World Cup Fans Favor the Corona and Modelo Family in USA



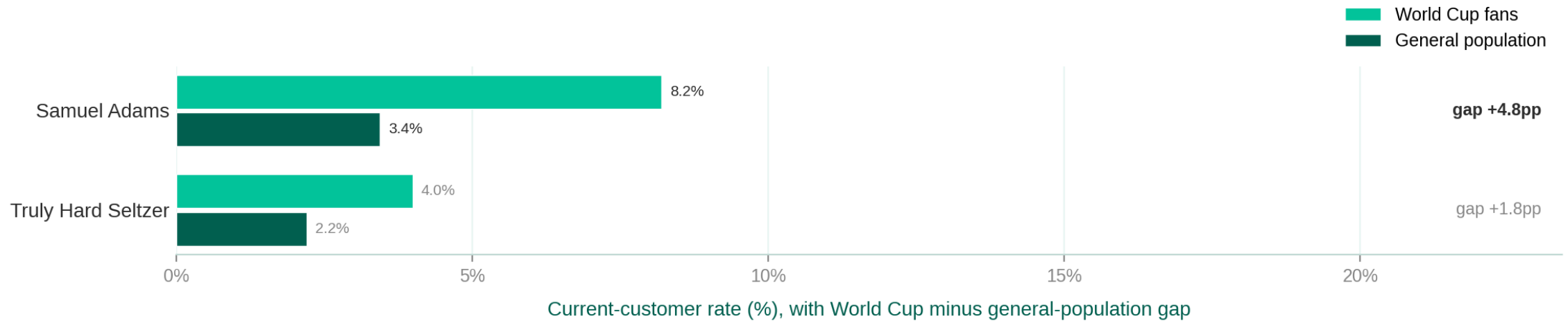
Source: Profiles USA 2026-06-14, YouGov. Gap is current-customer rate among World Cup fans minus general population. Corona, Modelo, Victoria and Pacifico are AB InBev brands licensed to Constellation in the US.

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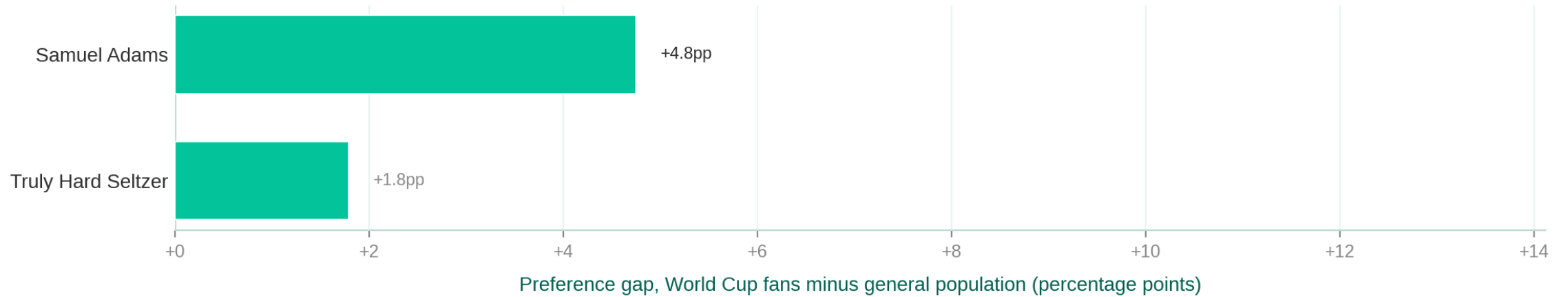


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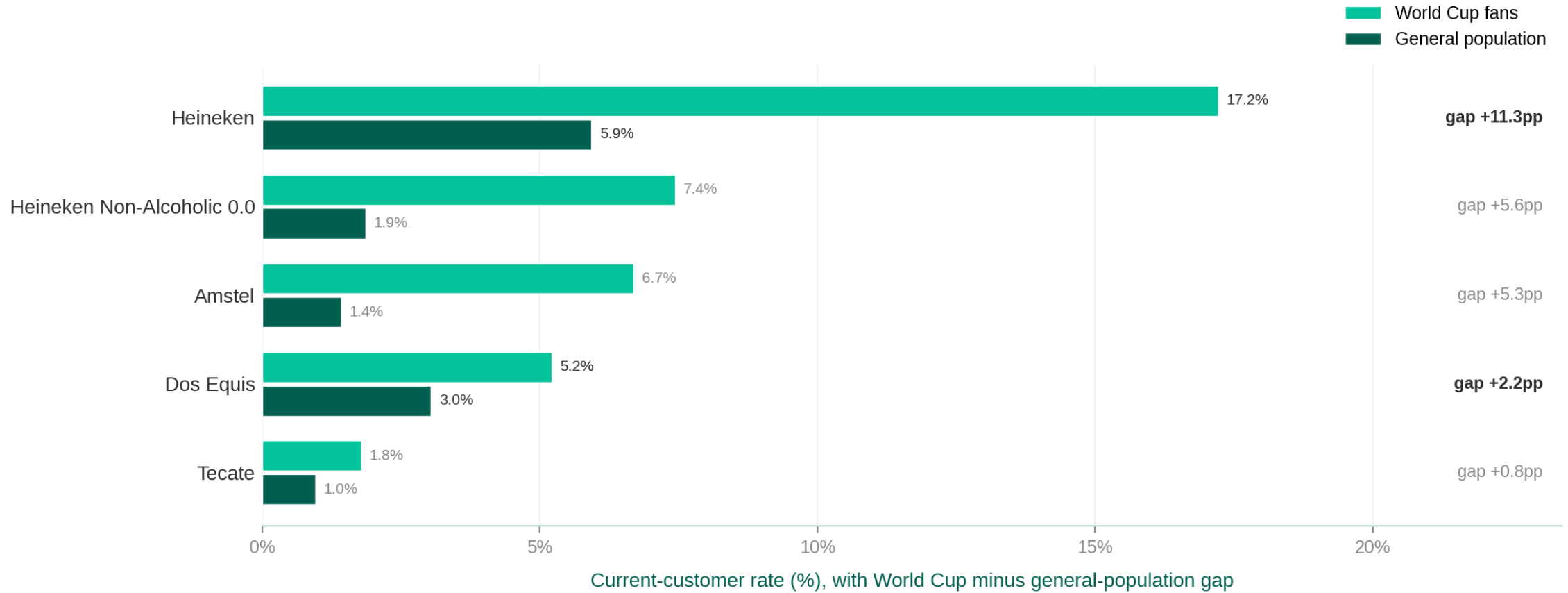
Boston Beer: Samuel Adams Over-Indexes Heavily With World Cup Fans



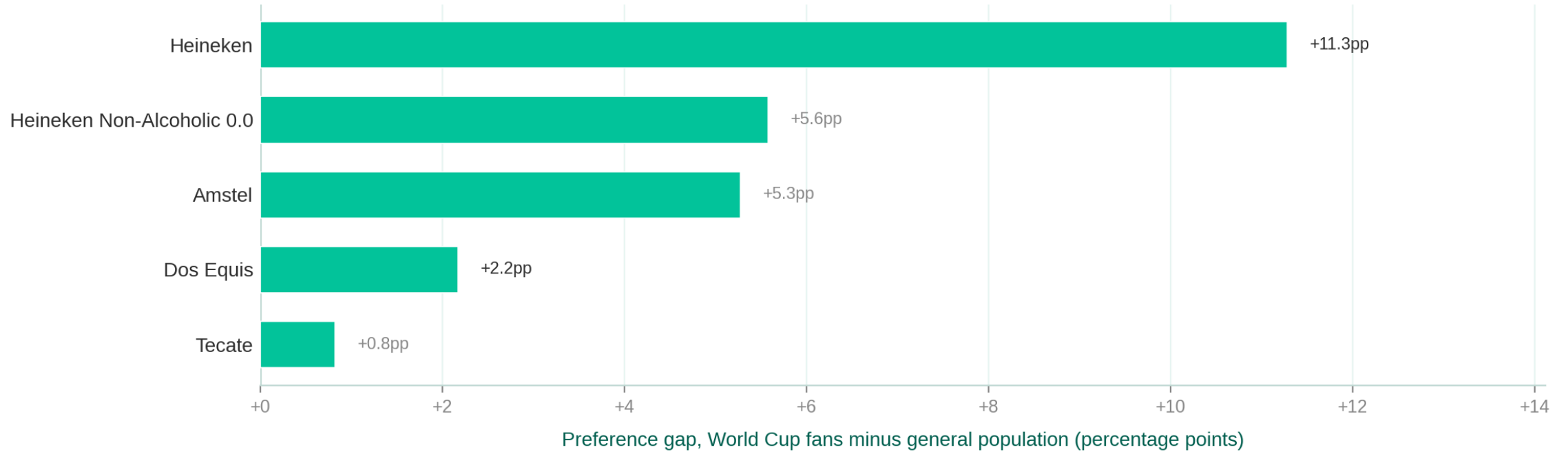
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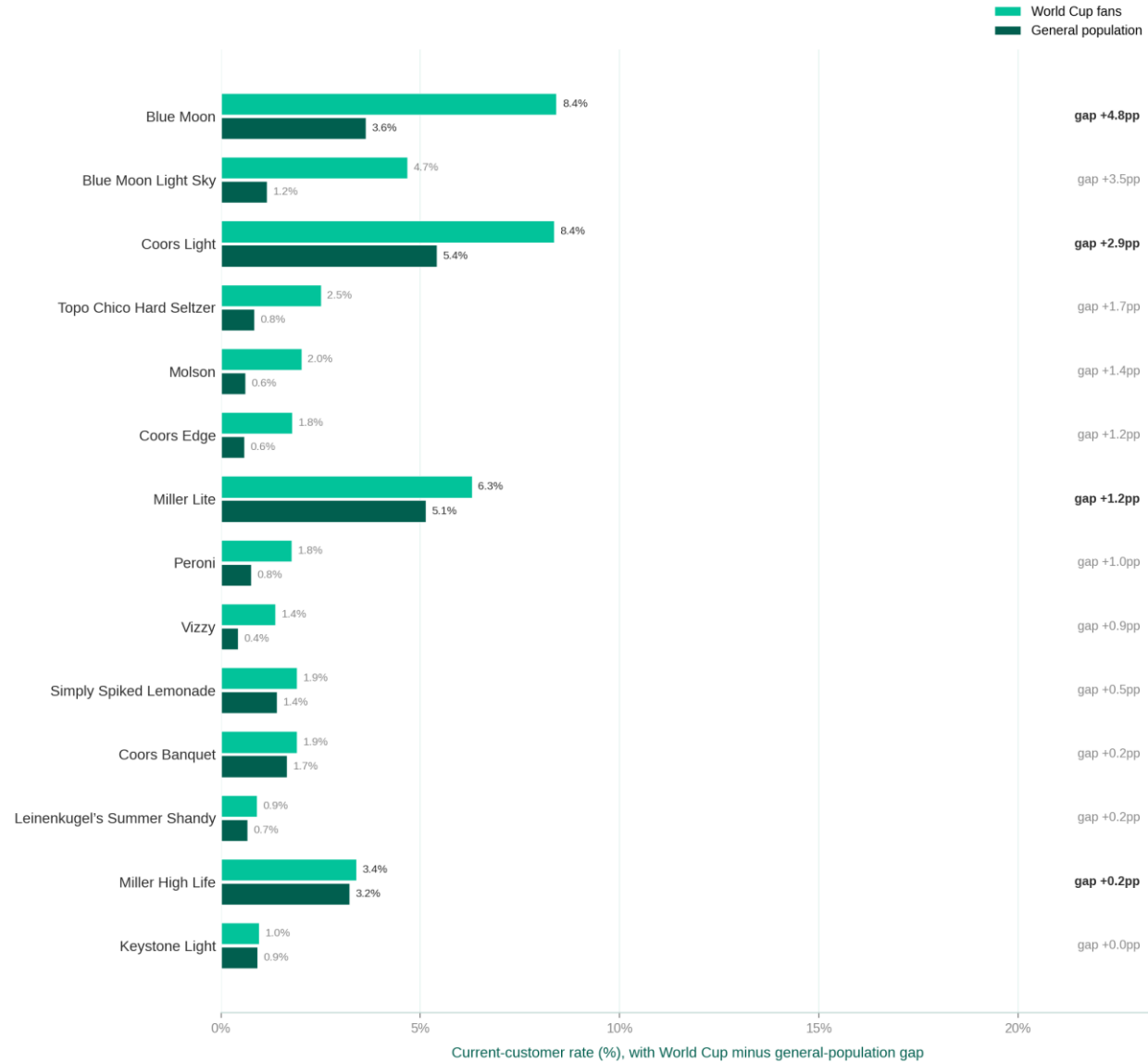
Heineken: The Heineken Lager Gap Is the Largest in Beer, with a Huge Gap in NA



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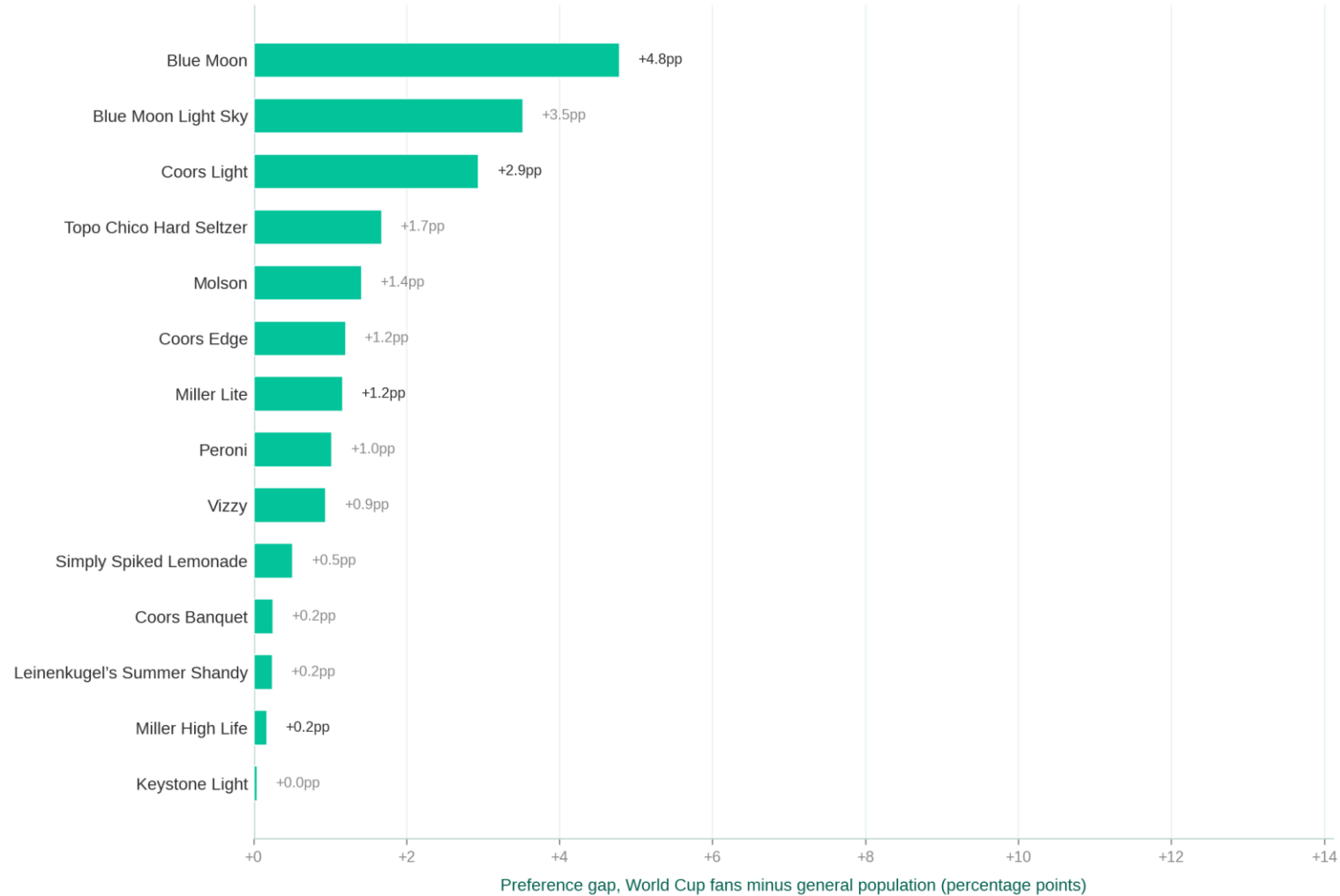


Molson Coors: Blue Moon and Coors Light Show the Widest Gaps

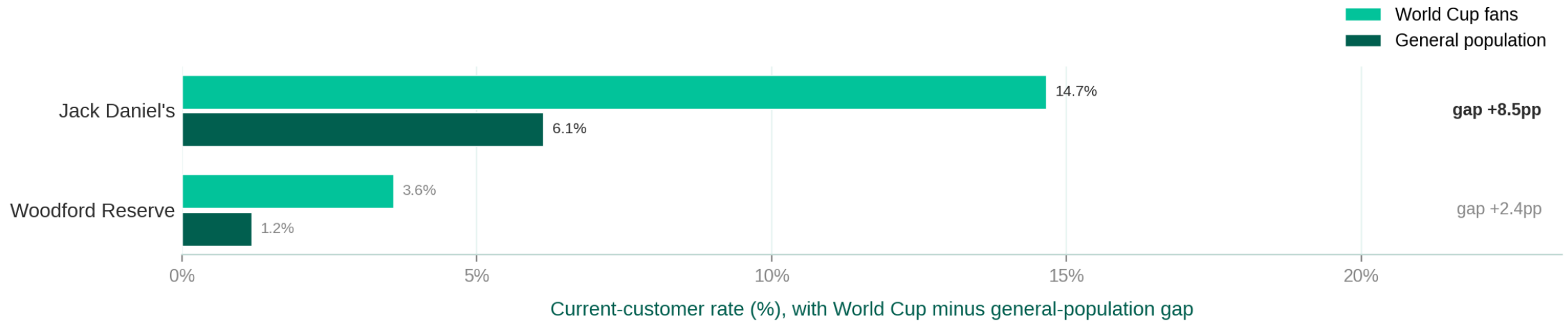


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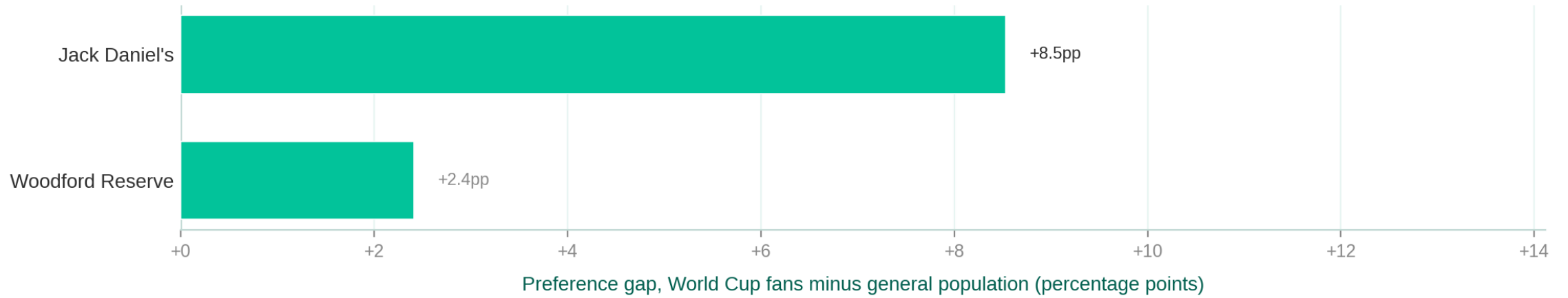
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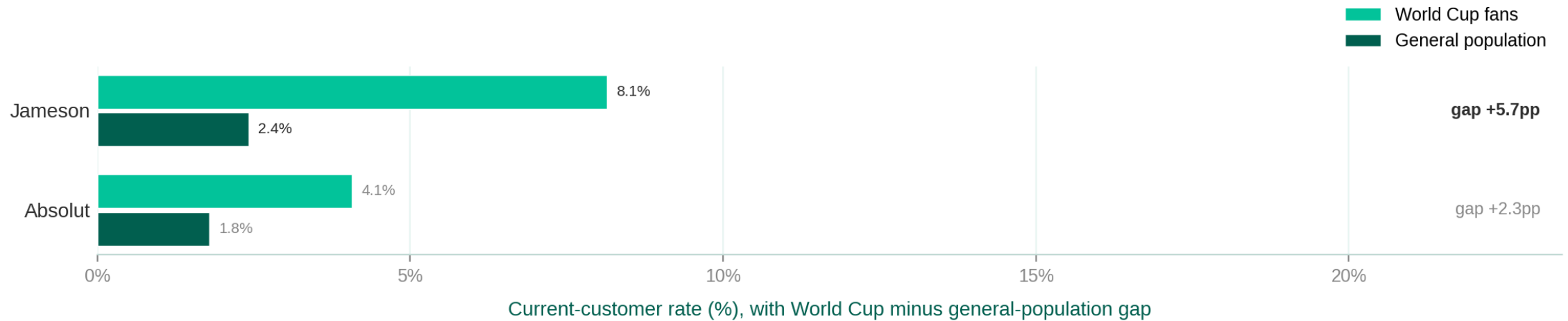
Brown-Forman: Jack Daniel's Posts a Massive World Cup Skew



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Pernod Ricard: Ireland is at Home, but Jameson Carries the World Cup Skew



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