



Beverage Playbook

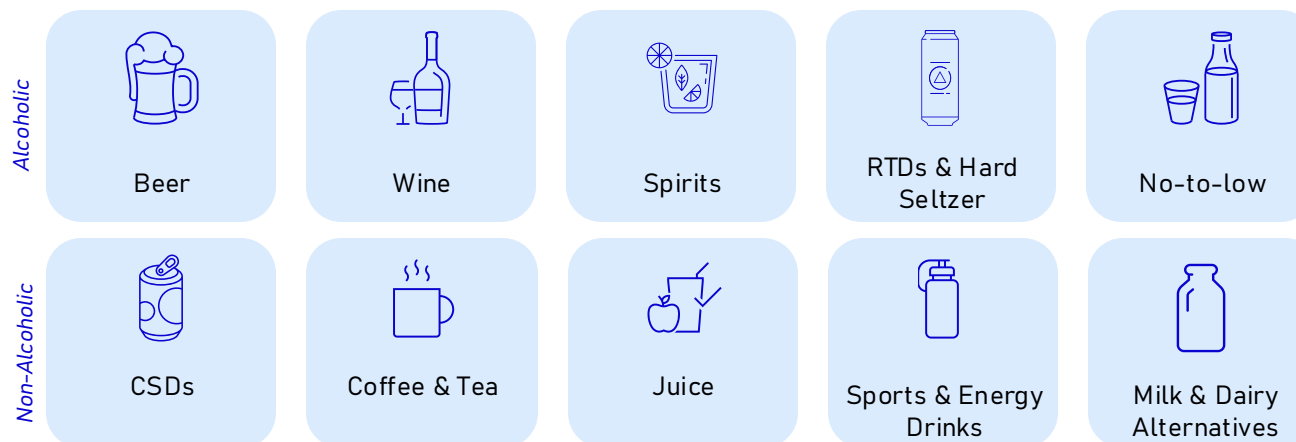
Alcoholic + Non-Alcoholic Beverages

Beverages Playbook Overview

Explore NBCUniversal's latest perspectives & insights into the Beverage industry.

Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of Beverage partners to build their brands & businesses. In 2025, NBCU worked with 75+ Beverage advertisers across the below sub-categories.



This playbook has been created based on NBCU's:

- Ongoing industry evaluation
- Conversations with Beverage advertisers & agencies
- Proprietary category intelligence
- Continual marketplace analysis
- Examination of consumer attitudes towards the Beverage industry

Beverage Playbook Contents

An overview

of NBCUniversal's latest Beverage perspectives, insights, and strategic considerations.

Marketplace Dynamics



Media Trends & Observations



Brand & Business Imperatives



NBCUniversal Playbook





'25
Beverage
Industry
Dynamics

While navigating elevated costs and pricing pressures,
**beverage brands are evolving their portfolios to drive volume growth
and responding to shifting consumer preferences**



Headwinds

- **Inflationary pressures on raw materials**
such as sugar, grains, & packaging impacts production and pricing
- **Tariff and new administration policy changes**
have potential to create supply chain issues & increased costs, putting further pressure on beverage margins
- **Prioritization of health & wellness**
reduces consumption of sugary drinks & alcohol, prompting brands to introduce healthier alternatives
- **Younger consumers are drinking less alcohol**
with 30% of A21-24 drinking less alcohol than they did last year¹

Tailwinds

- **At-home occasions lead consumption**
as away-from-home occasions have not fully bounced back post-pandemic; everyday activities widen occasion opportunities
- **Increasing demand for better-for-you options**
creating opportunities for new segments and functional benefits
- **Consumer appetite for novelty and innovation**
driving demand for specialty brands, bold flavors, niche segments and premium offerings
- **Live sports & entertainment events**
serve as valuable cultural connectors and mass-reach vehicles, for brands to launch products, innovations, and key messaging

Beverage Sub-Category Insights

ALCOHOLIC BEVERAGES



Beer sales are softening, prompting brands to focus on flavor innovations, premium offerings, and N/A options to attract younger, health-conscious consumers and retain brand recognition



Wine brands face the challenge of boosting the beverage's cultural relevance in everyday life to reengage an audience that's choosing to cut back on drinking

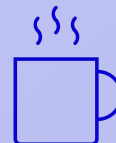


Spirits are under pressure as sales volumes rooted in tequila and bourbon slipped in 2024, however, premiumization continues to drive the category

NON-ALCOHOLIC BEVERAGES



CSDs shift towards functional beverages and low-sugar options as health-conscious consumers drive demand for added benefits



Coffee saw increased prices impact how people buy & consume their daily brew - seeking out deals, exploring store brand alternatives, and turning to other caffeinated beverages and tea to get their dose of functional benefits



Sports & Energy Drinks are expanding beyond their traditional uses as major consolidation moves by way of M&A from large portfolios is accelerating the growth of this category exponentially

Beverage Media Trends To Watch

Brands are combining mass media moments with data-driven targeting to optimize reach, engagement, and sales impact in a highly competitive market

The Rise of Retail Media Networks



+19%

Increase in RMN spend for the Beverage category in 1H '25, driven by Alcohol brands.¹

Standing Out with Sports



+25%

Increase in Linear Sports, as Beverage brands use sports tentpoles to drive differentiation, reach captive audiences, and generate cultural relevance to inspire brand love and loyalty

A Continued Emphasis On Digital & Targeted Channels



71%

Of Beverage 1H '25 media spend was in digital channels¹

As media habits evolve, Beverages prioritize targeted, digital channels to connect with priority audiences

Constantly Evolving Brand Landscape



57%

of all Beverage brands with ad spend in 1H '25 did not advertise in 1H '24, as new products, innovations, and entrants are constantly evolving and vying for consumer tastes and attention²

As a result of these industry dynamics, **we are seeing Beverage brands & portfolios prioritize a few key objectives**

BUILD

Portfolio + Product Awareness



REINFORCE

Brand Relevancy & Occasions



FOSTER

Loyalty & Authentic Connection



PROMPT

Action *(Engagement, Trial, Sales)*



'25/26
Beverage
Playbook

Leverage the power of NBCUniversal's **content & audiences** to drive brand and business impact.

Build product awareness

Reinforce relevance & occasions

Foster loyalty & connection

Prompt trial & action

NBCUniversal's Beverage Playbook



01. **Maximize reach across platforms** with a data-fueled approach

02. **Build cultural relevance** & drive engagement

03. Amplify impact of **live sports & cultural event tentpoles**

04. Deliver measurable outcomes through **RMN partnerships**



Linear + Streaming

Premium Content

Sports & Live

Strategic Audiences

IP & Talent

Full-Funnel Measurement

Ad Innovations

Each month,
NBCUniversal
content
reaches

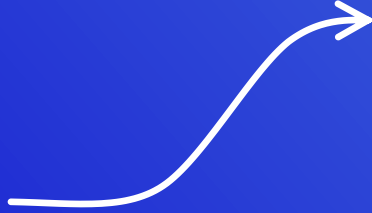
286M



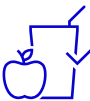

P2+ Proj. 2026



Across
80M
Households

*the audiences
that matter to you*



31M	
Beer Drinkers	
42M	
Spirits Drinkers	
42M	
Fruit Juice Drinkers	
48M	
Soda Drinkers	

Based on household reach

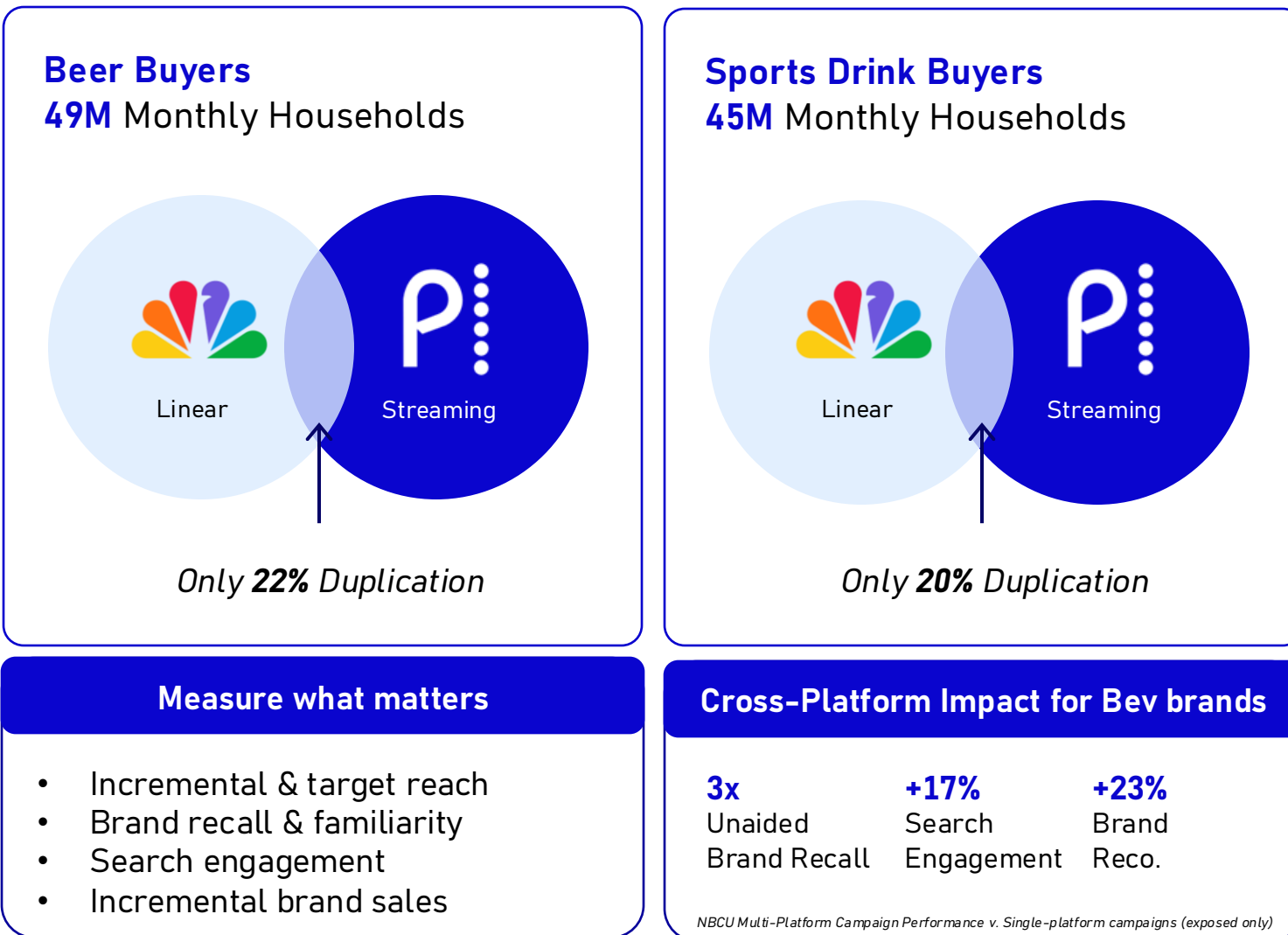
Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: May 2025; base: HH; Audience segments derived from MRI audience comps from May 2025 Cord Evolution (SP25 USA) study applied to P18+ NBCU Crossplatform Reach.

Maximize Reach Across Platforms with a Data-Fueled Approach

Find the audiences who matter most and serve them the right message at the right time, ensuring your reach is not just wide, but strategic and unduplicated

Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: June 2025; base: HH; Audience segments derived from MRI audience comps from August 2025 Cord Evolution (SP25 USA) study applied to P18+ NBCU Crossplatform Reach.

Leveraging our cross-platform scale is essential to **maximize your full-funnel results**

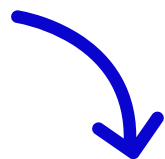


Future-proof performance & drive incremental reach with **strategic targeting**

0.1 Start with precision

0.2 Extend with scale to NBCU programs proven to over-index

0.3 Capture incremental reach



30%

more targetable inventory, which means **maximum reach for your audience-based campaigns**

Indexing

1:1 Audience Targeting

Example



Whiskey Enthusiasts

32M

U.S. HHs

NBCU O&O footprint



Titles from...



All devices, incl.



Build Cultural Relevance & Drive Engagement

Maintain consistent top-of-mind salience and brand affinity during key moments throughout the year, fostering deeper emotional connections with Beverage shoppers

Measure What Matters

- Brand impact & biometric engagement
- Accelerated audience reporting
- Search engagement

Unique Sponsorship Opportunities



Best-in-Class Showcase

How Beverage brands are executing custom storytelling with NBCU premium content

Proven Impact

Likeability Lifts for Beverage

Official Sponsors (Alc / Non-Alc)

+13% / +25%

In-Show Integrations (Alc)

+38%



Generating Fan Engagement

Below Deck Sweepstakes & Social Amplification



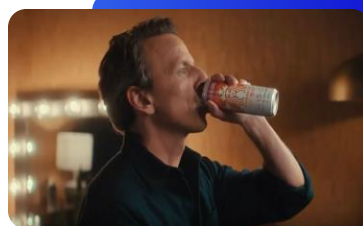
Leaning Into Live Events & Experiential

Diet Coke Sponsorship of RHOSLC Watch Party



Leveraging Talent to Create Shoppable Moments

Love Island Custom Content with Shoppable Instacart Integration



Differentiating with Talent-led Custom Content

Late Night with Seth Meyers Custom Content Segment



Showcasing Product Through In-Show Integration

The Kelly Clarkson Show Rooftop Party Integration

Amplify impact of sports + tentpole investments

Maximize the value of live programming's ever-growing reach & influence with 360° campaigns

Sources: 1. NBCU Ad Impact Database 4Q23-2025; 2. NBCU Ad Impact Database 2017-2025; 3. Listenfirst. 2024 (1/1/24-12/31/24); 4. Statista, "Social Media and Sports Viewership" (2023)

Tap into ownership opportunities

NBCU's live programming drives **+112%** purchase intent for Beverage brands¹



Invest cross-platform

+17% Search Engagement for NBCU Beverage multi-platform vs. single platform campaigns²



Extend impact across social

Live events drive **96B Social Video Views** +43% YoY³



Complement to league, team, or talent partnerships

47% of sports fans are more likely to watch an event if promoted by an athlete on social⁴



Measure what matters

- Ongoing campaign reach & frequency
- Brand impact or attribution

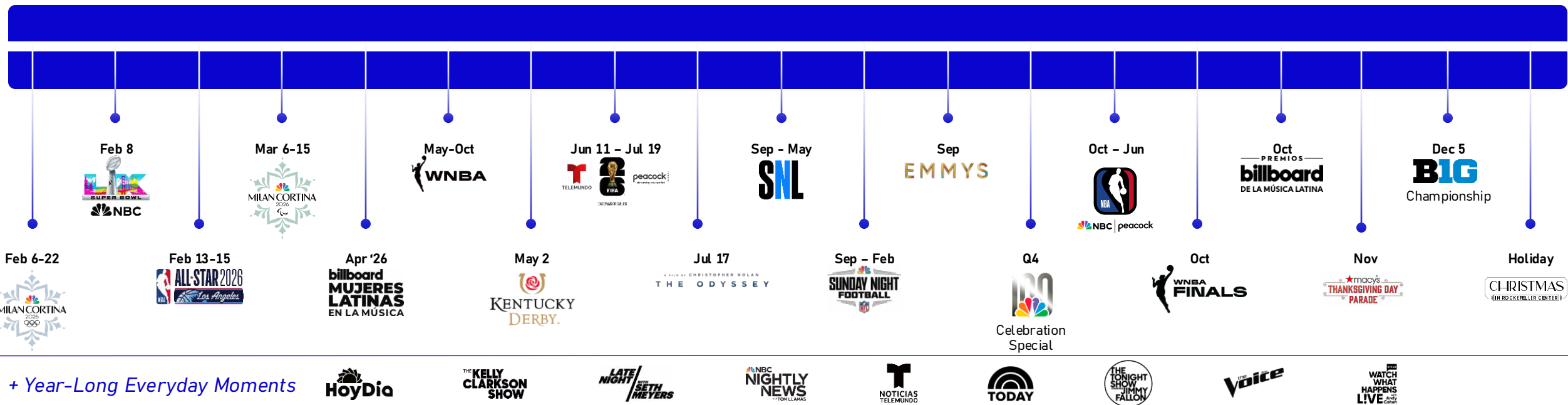
Maximize Impact with Live Sports & Cultural Events

Connect with consumers during key buying seasons and product launches by leveraging the high reach of premier live sports and cultural events

Align with Key Beverage Themes & Events

-  Holidays
-  Super Bowl
-  St. Patrick's Day
-  Cinco De Mayo
-  Grilling Season/July 4th
-  Fall Football
-  Hosting

Subject to availability based on committed category sponsors, category restrictions, & league/property official sponsorship requirements. Contact your NBCU point-of-contact for latest availabilities/openings



+ Year-Long Everyday Moments



Then maximize your tentpole presence across additional tactics



Invest in Cross-Platform: Live Ad Innovations



Multiview with Sponsor



Live in Browse with Sponsor



Pause Ad on Live



Extend Impact with Social: NBCU Toolkit

Turn-key ads



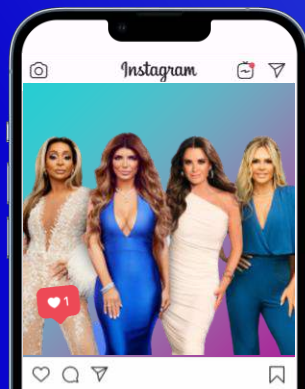
Show & event integrations



Custom content



Franchise sponsorships



1.3B

total followers across NBCU big 5 social platforms



Complement to League, Team, & Talent Partnerships



Fireball Whisky x NFL Thematic L-Bar
Fireball shoppable L-Bar on Peacock throughout the NFL playoffs



Michelob ULTRA x 2024 Paris Olympics
NBCU custom broadcast integrations & Team USA watch parties

Deliver Measurable Outcomes Through RMN Partnerships

Make the most of your data-driven investment with unique capabilities to reach omni-channel shoppers with outcome-based measurement

Continue to leverage your **strategic audiences** on linear & streaming



Leverage **full-funnel measurement** to drive media effectiveness

Maximize your reach across streaming with NBCU 1P data capabilities

NBCU 1P Audience Targeting

Audience Targeting + Indexing

Contextual targeting

Spanish-language targeting

Maximize your reach across platforms with 1P data collaboration

Retail/commerce media 1P audience targeting

Advertiser direct 1P audience targeting

Unlock transparency and visibility into the delivery & performance of your NBCU retail buys

Campaign delivery

Delivered reach

Delivered frequency

Return on ad spend

% new to brand sales

% new to brand users

Maximize your offsite retail investment with NBCU

Access and activate retailers' first-party data across our premium streaming environment

Why retail media with NBCU

Full-funnel growth—from brand building to sales

Reaching the right shoppers with 1P retail data

Proving ROI with closed-loop measurement

Engagement via commerce-enabled ad innovations

Privacy-minded advertising strategy

Key activation opportunities

1P Data Targeting & Attribution

Leverage Instacart's 1P retail data to reach audiences across NBCU streaming and linear, activated through direct IO and PG, with full-funnel measurement powered by transactional insights



Live Sports Targeting with In-flight Measurement

Available as a closed alpha, reach audiences in NBCU's premium live sports with Walmart Connect's 1P data via two paths: 1) **Targeting + measurement** across NBCU's streaming footprint; 2) **Measurement-only** for cross-platform NBCU buys



Enhance your retail buys with turnkey audience packages & commerce-enabled ad innovations



Audience Packages

Activate NBCU's turnkey packages to reach Instacart shoppers seamlessly across our premium programming as they stream their favorites via direct IO and PG buys

Relevant programming:

Fall Football



- SNF
- Twisted Metal

Halloween Celebrators



- Wicked
- The Miniature Wife

Thanksgiving Celebrators



- Thanksgiving Parade
- Watch What Happens Live

Stocking Stuffers



- Love Island All Stars
- Real Housewives

New Year's Celebrators



- The Traitors
- Love Island USA

Holiday Sips



- The Voice
- The Grinch

Commerce Ad Innovations

Brands can leverage Instacart's first-party audience data and our commerce-enabled innovations to drive maximum incrementality. Units such as shoppable canvas carousel ads, shoppable pause ads, and virtual concessions for select content



2-in-3

Peacock streamers are likely to order while watching live sports or movies



Beverage Impact at NBCU



Beverage

Proven impact across client KPIs

NBCU Beverage Campaigns – Test vs. Control (Alcoholic Beverages, Non-Alcoholic Beverages)

Upper Funnel

Unaided Brand Recall
+23%

Aided Ad Recall
+58%

Sponsorship Association
+58%

Mid Funnel

Brand Favorability
+18%

Avg. Search Engagement Index
170

Message Association
+9%

Lower Funnel

Consideration Intent
+30%

Purchase Intent
+20%

Brand Recommendation
+15%

New to Brand Buyers*
30%+

Source: NBCU Ad Impact Database 2017-2025, 226 Campaigns across 91 Brands NBCU measured Beverage campaigns

Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box

Search Engagement (SER Index): EDO, Volume in five minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index (170).

*Based on Instacart x NBCU Beta as of Dec 2024

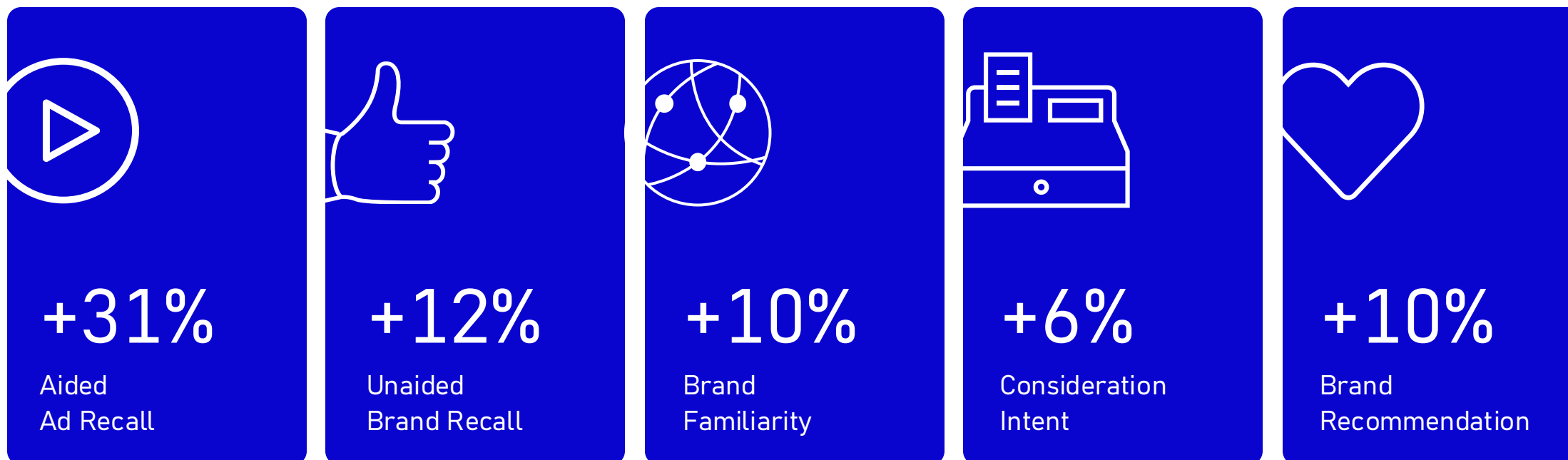


Beverage

Proven **Peacock** impact across client KPIs

NBCU Beverage Peacock Campaigns – Exposed vs. Control

(Alcoholic Beverages, Non-Alcoholic Beverages)



Source: NBCU Ad Impact Database 2017-3Q25, Based on 76 NBCU measured Beverage campaigns across 40 Brands. Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box. Volume in five minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index

NBCU enables measurement solutions across leading Beverages partners to tailor to your key KPIs across objectives

	Buy Side Activation	Clean Rooms	NBCU Measurement Opportunities (Sell-Side Measurement)
Awareness	✓		Brand Lift Study <i>Brand Familiarity</i> <i>Ad Awareness</i> <i>Purchase Intent</i>
Consideration	✓	✓	Search Engagement
Conversion	✓	✓	Sales Lift (RMN, 3P)

Dedicated NBCU Insights Team provide:

- Beverage category consultation and recommendations
- Sponsorship and audience impact analysis



Beverage Case Studies

NBCUniversal x  instacart


National whiskey brand saw **significant ROAS** and **growth for new customers** thanks to targeted ads on Peacock

\$2.30

return on **every dollar spent** on the targeted campaign

+60% lift in **buyers new to the brand**

+46% lift in **sales from new buyers**



Data-Driven Linear
Premium lager brand
saw **significant lift in
search engagement**
thanks to their NBCU
DDL campaign, with
**triple-digit lift driven by
Spanish-language
networks**

+48%

search engagement lift
vs. non-NBCU exposure

+169% search engagement lift
driven by **Universo**

+122% search engagement lift
driven by **Telemundo**

LUNAZUL[®]
Tequila



THE KELLY
CLARKSON
SHOW



The Challenge

Reel in audiences interested in cocktail making while also driving brand awareness for Lunazul Tequila as an accessible and high-quality brand.

The Insight

The Kelly Clarkson Show's target demographic are women aged 25-54 that are highly interested in lifestyle topics, including food, drinks, and hosting.

The Solution

Collaborate with chef and cooking influencer, Jenny Martinez, to speak about Lunazul Tequila and use it in a fun and easy cocktail that viewers can make in their own home.

The Result

+36%

Outperformed NBCU Entertainment & Lifestyle VVR Benchmark





Beverage Category Resources

Beverage Category Resources

Category Trends & Strategic Recommendations



Annual Playbook
Category trends, opportunities, and recommendations based on learnings at NBCU



Regularly Updated Category Highlights
Latest trends and opportunities based on learnings at NBCU

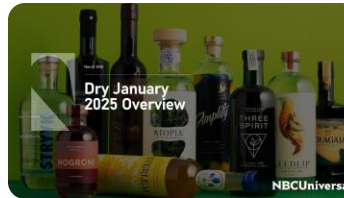


Quarterly Earnings
Summary of key learnings from earning season

Strategic Media Insights & Opportunities



CPG RMN Capabilities
Maximizing retail investments with 1P shopper data across NBCU premium video



Dry January Overview
Analyzes the expansion of Dry January and its role in the burgeoning market for moderated drinking solutions



Rising Coffee Prices
A deep dive into how rising coffee prices have impacted the beverage industry

Thought-Leadership & Insights



The Future of Advertising
Why and how entertaining ads create impact, principles for creating content, and brand showcase



Gen Z
Insights for reaching and engaging Gen Z through their passion for premium video



Role of Language Study
Insights for maximizing marketing success by understanding the role of language






Beverage Playbook

NBCU Beverage Category
Strategy Team:






Dominique Folacci
Nick Cafiero
Ben Cohen



As consumer lifestyles & preferences evolve,
**brands across Alcohol sub-categories focus on
 adapting to provide alternative options to meet any occasion**

Beer 	Wine 	Spirits 	RTDs & Hard Seltzers 	No-to-Low Alcohol 
<p>Traditional beer sales are softening, prompting brands to focus on flavor innovations, premium offerings, and non-alcoholic options to attract younger, health-conscious consumers to retain brand recognition and stay relevant while appealing to evolving taste profiles.</p> <p>27% of consumers still choose beer as their go-to alcoholic beverage, a +2pp increase YoY, nearly 2x the next highest preference.¹</p>	<p>To reengage an audience that's increasingly choosing to cut back on drinking, brands are tasked with boosting wine's cultural relevance in everyday occasions, with premium non-alcoholic offerings gaining traction among younger, health-conscious consumers.</p> <p>37% of consumers feel that wine is better for you than other alcoholic beverages.²</p>	<p>Spirits are under pressure as sales volumes rooted in tequila and bourbon slipped in 2024, with value declines amid economic headwinds and shifting consumer behavior. However, premiumization continues to lead the category.</p> <p>42% market share of the total alcohol category in 2024, surpassing beer for the second consecutive year.³</p>	<p>The RTD market continues its rapid expansion, spurred by spirit-based RTDs, with premiumization, new flavors, and better-for-you positioning as key drivers, fueled by Gen Z and Millennial demand for low-calorie, flavored refreshments.</p> <p>45% of alcohol buyers purchased RTDs last year.⁴</p>	<p>NoLo continues to boom thanks to sustained moderation via the sober-curious movement. Products are improving in both quality and variety, prompting innovation in both the NoLo and surrounding alcohol sub-categories as large portfolios continue to mass launch non-alcoholic versions of hero brands in order to compete.</p> <p>+18% projected volume CAGR for the no-alcohol market from 2024 to 2028.⁵</p>

As consumer priorities & spending patterns evolve,
brands across Beverage Non-Alc sub-categories focus on portfolio optimization via innovation and functional ingredients

CSDs 	Coffee & Tea 	Juice 	Sports & Energy Drinks 	Milk & Dairy Alternatives 
<p>Continued shifts toward functional beverages and reduced-sugar options, as health-conscious consumers drive demand for drinks with added benefits. Meanwhile, major brands are investing in innovation and premiumization by expanding portfolios through M&A to counter volume declines and appeal to younger consumers.</p> <p>32% of consumers express interest in functional CSD innovation, with 58% willing to pay more for healthier alternatives.¹</p>	<p>Increased coffee prices are impacting how people buy & consume their daily brew. Consumers are increasingly seeking out deals, exploring store brand alternatives, and turning to other caffeinated beverages and tea to get their dose of functional benefits.</p> <p>+77% increase in coffee prices at its peak in 2024.²</p>	<p>Juice is experiencing growth from a rise in demand for natural & organic beverages. However, it faces challenges from increased competition & scrutiny over sugar content, prompting brands to create low-sugar options & incorporate functional ingredients, while spawning innovation and crossover collaborations.</p> <p>42% of Gen Z and Millennial consumers are drinking more juice and juice drinks than they did a year ago.³</p>	<p>Sports & energy drinks are expanding beyond their traditional uses, drawing in and blending all types of consumers. A category with numerous niche segments, major consolidation moves by way of M&A from large portfolios is accelerating the growth of this category exponentially.</p> <p>60% of U.S. adults under the age of 35 drink at least one energy drink per day.⁴</p>	<p>This market saw a shift in consumption yet maintains its resilience and adaptability as consumers increasingly embrace both dairy and non-dairy options tailored to different health benefits and flavor preferences. The demand for non-dairy alternatives continues to complement the sustained popularity of traditional dairy milk.</p> <p>41% of consumers buy both dairy and non-dairy milk at the same rate.⁵</p>