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Retailers Aim For Super Bowl Bump

February 6, 2026

(<https://www.shankennewsdaily.com/2026/02/06/>)

For the days and hours leading up to the NFL's Super Bowl LX on February 8, it's showtime for beverage alcohol retailers. "The Super Bowl is typically one of the stronger single-day events of the year for beverage alcohol sales," says Sadr Amir, CEO of Downtown Spirits and Esquin Wine & Spirits in Seattle, Washington.

This year's championship features the Seattle Seahawks versus the New England Patriots at Levi's Stadium in Santa Clara, California. "The game falls right as we're coming off Dry January," Amir says. "As a result, we usually see a meaningful lift over the days preceding the game driven primarily by advance purchasing for watch parties, other gatherings, and increased day-of, last-minute sales."



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Sales typically surge across categories in what appears to be a win-win scenario for the retail tier. “The gains are most pronounced in beer, spirits—particularly vodka, Tequila, whisk(e)y, and RTDs,” Amir says. “Premium spirits also see a bump tied to hosting occasions. Wines in the \$15–\$30 range perform best, with sparkling wines doing especially well on game day.”

“While football is equated with beer and whisk(e)y drinkers, a lot of people watching the Super Bowl don’t watch professional sports, especially football,” says Ryan Maloney, owner, Julio’s Liquor store in Westborough, Massachusetts. “All of a sudden, everyone’s having a Super Bowl party. You see a slight bump up in sales of other categories, especially premixed cocktails and wine.”

Maloney plans to be brand specific in his Super Bowl promotions through email blasts. “This is when you bring out your heavy hitters,” he says. “You put out those brands people are looking for to throw a big party.”

Wine brands being promoted at Julio’s include J. Lohr (\$13 a 750-ml.), Josh (\$13), Bread and Butter (\$11), Barefoot (\$7), and Woodbridge (\$11 a 1.5-liter bottle). “We’ll be pushing everyday low prices,” Maloney says. “They’re big brands that will go at this time of year.”

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At Royal Wines & Spirits in San Jose, California, owner David Tabibian anticipates strong sales for imported and craft beers, hard seltzers like High Noon and White Claw, and Tequilas for Margarita-making. But he's also expecting a bump in light white wine sales. "It's a day-evening mix event," he says. "People want something lighter and easier to drink." —*Kevin Barry*

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