

## PopSips Lands in 2,000 Stores as Functional Beverage Trends Reshape Alcohol Consumption

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PopSips, a fast-growing entrant in the emerging functional alcohol segment, has expanded its retail footprint to more than 2,000 stores across the United States, marking one of the most aggressive retail growth trajectories among recent beverage alcohol startups.

The company's products are now available through major retailers including Target, Walmart, Kroger, Safeway, Albertsons, HEB and Sprouts, as the brand seeks to capitalize on shifting consumer preferences toward lower-calorie, wellness-oriented alcoholic beverages.

The expansion represents a sixfold increase in distribution since late 2024, when PopSips was available in approximately 325 stores across five states. The company now operates in 18 states, supported by distribution partnerships across the independent wholesaler networks of major beverage companies Anheuser-Busch and Molson Coors.

PopSips has positioned itself at the intersection of two rapidly evolving consumer trends: the growing popularity of functional beverages and changing attitudes toward alcohol consumption among younger consumers. The brand describes its products as the first commercially scaled spiked prebiotic soda, targeting consumers who have embraced better-for-you soft drink brands and are seeking similar attributes in alcoholic beverages.

Industry analysts note that younger consumers are increasingly gravitating toward beverages that offer reduced sugar, lower calorie counts and perceived functional benefits, creating new opportunities within categories traditionally dominated by beer, spirits and ready-to-drink cocktails.

The company's core product portfolio contains 6 percent alcohol by volume (ABV), 90 calories, and one gram of sugar per can, while incorporating real fruit juice and chicory root fiber. Products are offered in four flavors—Ginger Lime, Raspberry

Rose, Strawberry Lemon and Berryâ??and are packaged in a compact 7.5-ounce format.

The launch of a new variety eight-pack, featuring all four flavors, forms part of the companyâ??s broader strategy to increase national visibility and expand trial among consumers unfamiliar with the category.

Beyond retail growth, PopSips has also invested heavily in direct consumer engagement through social media channels. The brand reports significant growth across digital platforms, driven largely by organic consumer content, product reviews and community-driven marketing efforts.

The company now plans to accelerate brand awareness through creator partnerships, lifestyle collaborations and expanded retail activation programs during the peak summer selling season, a critical period for beverage alcohol sales.

PopSipsâ?? rapid expansion reflects broader changes underway in the beverage industry, where traditional alcohol companies and startups alike are increasingly experimenting with products that blend indulgence, convenience and wellness-oriented positioning.

As consumer demand continues to shift toward alternatives that promise both functionality and moderation, the companyâ??s nationwide rollout underscores growing confidence that the future of alcohol may increasingly resemble the broader functional beverage market rather than conventional beer or spirits categories.