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## Millions Gallons of Beer

Americans are expected to consume about 8 millions pounds of guacamole, 14 million pounds of chips, 1.2 billion chicken wings and 2 tons of popcorn. To wash down all those snacks, retailers expect fans will drink 325 millions gallons of beer.

Feb. 01, 2016



It's the big day for couch potatoes and NFL fans alike, and whether their team wins or not, it's sure to come with at least some indigestion for millions of Americans.

Nearly 190 million people in the U.S. are expected to watch as the Denver Broncos and Carolina Panthers collide in [Super Bowl 50](#) on Feb. 7. That's an expected increase from a little over 184 million last year, according to the [National Retail Federation](#).

In its annual pre-big game survey, the retail group found that people are expecting to

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Last year's average was a comparably paltry \$4,100 one week before the game. In 1967, tickets for the first-ever Super Bowl cost \$12 each.

**Holy Guacamole** – Americans are expected to consume about 8 millions pounds of guacamole, 14 million pounds of chips, 1.2 billion chicken wings and 2 tons of popcorn.

**Thirsty for More** – To wash down all those snacks, retailers expect fans will drink 325 millions gallons of beer.

**The Ads Take Center Stage** – For some viewers, the commercials are more entertaining than the game. And with commercials costing \$5 million for 30-seconds, they'd better be good. That's an increase of more than 10% from last year. One lucky small business, [Death Wish Coffee](#), is getting a [free commercial after winning a contest](#) from [QuickBooks](#) maker [Intuit](#).

Other key spending stats for Super Bowl Sunday:

- 34.7 percent of those surveyed say the football game is the most important part of the day (85 million) while 17.7 percent say the commercials are (43.4 million), and another 4.5 percent say enjoying the fun food is the most important for them (11 million);
- 43.3 million fans are planning to throw a Super Bowl party while another 70 million say they'd rather let their friends and relatives do the hosting and attend one instead;
- 7.7 percent of Americans are planning to purchase a new television to enjoy the game — (similar to last year's 8.8 percent), which could amount to an estimated 8.6 million new televisions;
- 11.1 percent of those planning to watch the game will buy new team apparel and/or accessories — an estimated 20.9 million new items purchased;

- Nearly eight in 10 Americans say they view the commercials during the Super Bowl

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