



SUPER BOWL LVIII BY THE NUMBERS

60M
CUSTOMERS REACHED ON
SUPER BOWL SUNDAY

DRIVING
11.2M
TRANSACTIONS

TOTALING
\$226M
IN LOYALTY
SALES

TOP 5 MOST POPULAR FOOD ITEMS



Pizza



Wings



Tacos



Nachos



Cheese
Sticks

ONLINE VS IN-STORE LOYALTY SALES

65%
ONLINE LOYALTY

VS

35%
IN-STORE LOYALTY

** Sources: PAR Punchh Platform 2024