Liquid Death's stunt with Garage Beer was the biggest of the four brands' stories; *collabs carry the rest*

> Over the last 90 days Google News held at least 25 Liquid Death stories, at least 32 for Celsius, 25 for Poppi and 15 for Olipop, stock-ticker feeds set aside. The data center stunt with Garage Beer and Jason Kelce reached at least 31 outlets, the most of any story. Liquid Death and Celsius each drew a class action, at 5 and 5 outlets. Only 14 of the 34 outlets with two or more articles on the rivals also wrote about Liquid Death; Just Drinks was among the rest.

Liquid Death and 3 rivals
Poppi, Olipop, Celsius

Aug 4 to Nov 1, 2026
the last 90 days of Google News

97 stories, 316 articles
told by 155 outlets, grouped into stories by a model

November 2, 2026
headlines, snippets and links

THE SHORT VERSION

Liquid Death's news is its stunt and collabs; Celsius's is its business and launches

31

outlets, at least, told the data center stunt, shared with Garage Beer and Jason Kelce

the rivals' biggest: Olipop 10, Celsius 8, Poppi 4; many headlines name Garage Beer or Kelce and not Liquid Death

82

outlets ran articles about Liquid Death, at least, to Celsius's 61, Poppi's 32 and Olipop's 33

stock-ticker feeds set aside: Celsius is a listed company

13

of at least 25 Liquid Death stories were collabs with another brand

kinds of story sorted by a model from the headlines

18

of the 34 outlets with two or more articles about a rival had nothing about Liquid Death, while 14 wrote about both and 2 have a sister title that did

among the 356 results a Liquid Death search returned

01 **Celsius is covered for its business and its launches**

7 of at least 32 Celsius stories are business news by a model's read: results, a founder buying in, its plans abroad. 7 are launches. Some are from the UK, Sweden and Australia. Liquid Death has 4 business stories.

02 **Liquid Death's news comes from what it makes with others**

Next to the stunt, the Goodwipes wipes reached 14 outlets, the Feastables water 12 and the Pop-Tarts pastry 11. The class action over “0g sugar” on its energy drink reached 5, BevNET and Food Dive among them.

03 **The drinks business press follows the rivals' business**

Just Drinks ran 4 articles on Olipop's new chief, Celsius's shake-up, its chief's retail outlook and PepsiCo's Poppi pay-out, and none on Liquid Death among the 356 results a search returned for it. Liquid Death's chief spoke to Bloomberg and Yahoo Finance instead.

Stories and articles we found in Google News, Aug 4 to Nov 1, 2026. A story is one piece of news, however many outlets told it; which articles are about a brand, and which tell the same story, is a model's read of the headlines.

WHO GOT COVERED

Celsius had the most stories; Liquid Death's reached the most outlets

Each brand's stories in Google News over the last 90 days, and how widely they were told. Most of what a Liquid Death search returned was about other things (liquid nitrogen, poisonings), so its counts are a floor.

BRAND	STORIES	SHARE OF THE 50 STORIES TOLD BY 2+ OUTLETS	ARTICLES ABOUT IT	OUTLETS	STORIES TOLD BY 2+ OUTLETS	NAMED IN PASSING
Liquid Death AT LEAST	25	28%	127	82	14	21
Poppi	25	20%	43	32	10	44
Olipop	15	16%	49	33	8	21
Celsius AT LEAST	32	36%	97	61	18	36

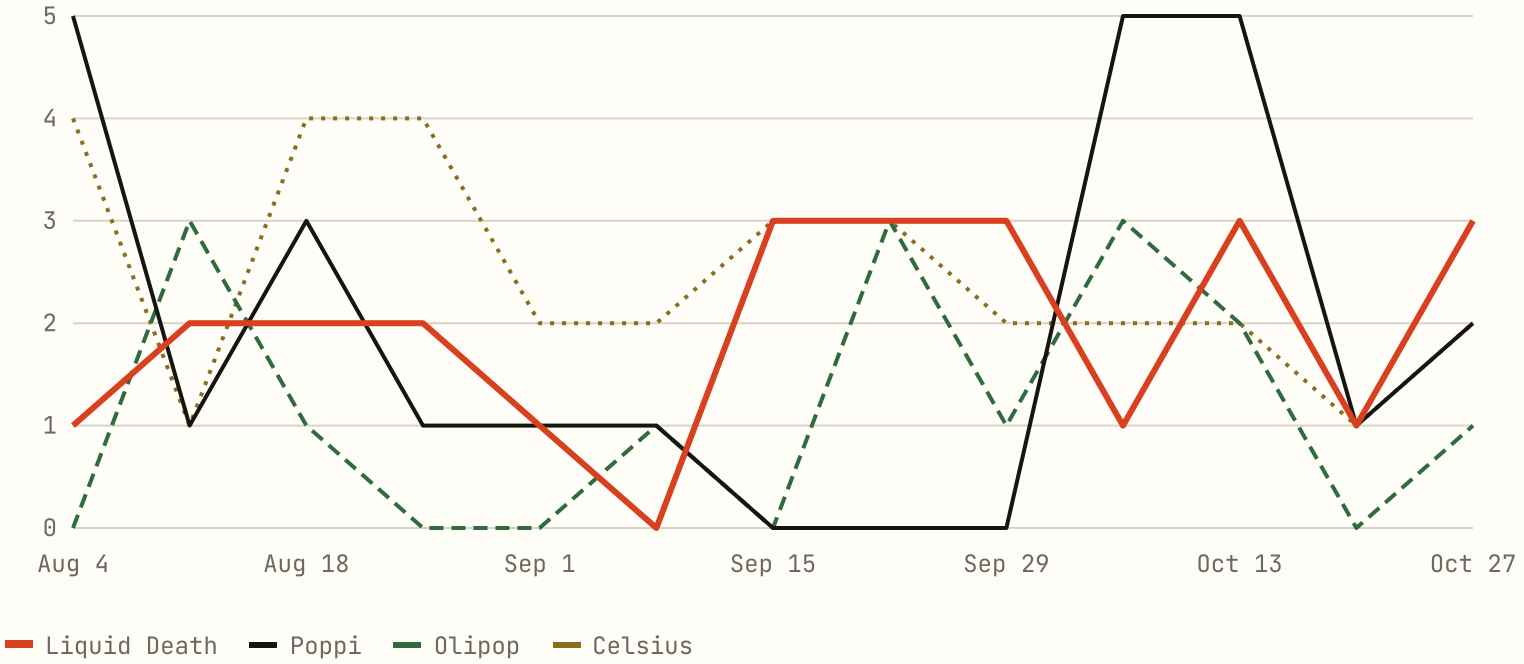
Articles about it: headlines a model read as about the brand (its launch, its deal, its people, a review of its product); named in passing: one item in a roundup, a line in a wider story. Outlets: the outlet names Google News gives, counted once each. Stock-ticker feeds are set aside (articles: Liquid Death 1, Poppi 7, Olipop 1, Celsius 61): they post share prices and fund filings, not news. Some searches for Liquid Death and Celsius returned 30 articles, the most one search reads, even over a day or two, so their counts are at least these.

WEEK BY WEEK

Celsius had new stories every week; Liquid Death in 12 of the 13

New stories each week, counted in the week the first article came out.

NEW STORIES EACH WEEK



Liquid Death's October was mostly collabs

Puffin, Swig, Pop-Tarts, Rumpl and State Bikes all landed that month.

A story counts in the week its first article came out. Weeks start on the dates under the chart; the last week ends Nov 1.

LIQUID DEATH'S BIGGEST STORIES

The stunt reached at least 31 outlets; the next collabs 10 to 14

Liquid Death's biggest stories by the number of outlets that told them, with its class action last.

31 OUTLETS · 31 ARTICLES · AUG 19 · CAMPAIGN OR STUNT

Garage Beer and Liquid Death's data center stunt with Jason Kelce

“Liquid Death And Garage Beer Want You To Mail Pee To Data Centers”, Sporked

Also: American Craft Beer, Bloomberg, Breitbart News, CNET, CafeMom.com and 25 more

14 OUTLETS · 17 ARTICLES · AUG 11 · PARTNERSHIP OR COLLAB

Liquid Death and Goodwipes partner on flushable wipes

“Soda-Inspired Flushable Wipes: goodwipes and Liquid Death Launched sCREAM Soda Scented...”, Trend Hunter

Also: Adland.tv, B&T, Beauty Independent, BuzzFeed, Creative Review and 8 more

12 OUTLETS · 14 ARTICLES · AUG 4 · PARTNERSHIP OR COLLAB

Liquid Death and Feastables launch peanut butter cup water

“Liquid Death Partners With MrBeast For Peanut Butter Cup Flavor”, Bleeding Cool News

Also: AOL.com, Ad Age, DesignRush, Dexerto, Elite Daily and 6 more

11 OUTLETS · 11 ARTICLES · OCT 28 · PARTNERSHIP OR COLLAB

Pop-Tarts and Liquid Death launch orange toaster pastry

“Soda-Inspired Toaster Pastries: Pop-Tarts and Liquid Death Debut Frosted Orange Treats”, Trend Hunter

Also: Baking Business, Commercial Baking, DailyVoice.com, Delish, DesignRush and 5 more

10 OUTLETS · 14 ARTICLES · SEP 2 · PARTNERSHIP OR COLLAB

Liquid Death and BARK launch pet collection and coffin

“Liquid Death Teams With BARK For "The Most Forever Home" Coffin”, Bleeding Cool News

Also: DesignRush, Dexerto, Indiatimes, LBB - Little Black Book, MediaPost and 4 more

5 OUTLETS · 5 ARTICLES · AUG 26 · LEGAL OR SAFETY

Class action over allulose in zero sugar drinks

“Liquid Death, David Protein Facing Lawsuits Claiming Allulose Contradicts ‘Zero Sugar’ Claims”, BevNET.com

Also: Food Dive, Nosh.com, PPC Land, Top Class Actions

THE RIVALS' BIGGEST STORIES

The rivals' biggest: Olipop's new CEO, Celsius's shake-up and its own class action

Each rival's biggest stories by outlets, and any lawsuit. Olipop's new chief reached 10 outlets; Poppi's biggest, 4.

POPPI · 25 STORIES

4 OUTLETS · 4 ARTICLES · AUG 5

Poppi launches limited-edition Sour Apple soda

"Sour Candy Prebiotic Sodas: poppi Sour Apple is Arriving for Back-to-School Season", Trend Hunter

4 OUTLETS · 4 ARTICLES · AUG 13

Poppi debuts interactive Sour Apple peel billboard in NYC

"Interactive Sticker Billboards: poppi's Peel + Win Billboard Celebrates a Limited-Time...", Trend Hunter

3 OUTLETS · 3 ARTICLES · AUG 18

Poppi uses social media videos for recruitment marketing

"Poppi's Founder Got Thousands of Job Applicants From 1 Short Video. The Hack Is Helping Her Hire—and Save Money", Inc.com

OLIPOP · 15 STORIES

10 OUTLETS · 12 ARTICLES · AUG 11

Christian Patiño Webb appointed new CEO

"Olipop taps Electrolit head as next CEO", Food Dive

8 OUTLETS · 9 ARTICLES · AROUND SEP 11

Limited-edition Caramel Apple soda flavor launches

"OLIPOP is giving away better-for-you sodas in a new, nostalgic flavor — How to sign up", New York Post

6 OUTLETS · 7 ARTICLES · OCT 12

Boka and Olipop Pomegranate Sparkle toothpaste launch

"USA TODAY brushes with Olipop's pomegranate sparkle toothpaste. See our thoughts.", USA Today

CELSIUS · 32 STORIES

8 OUTLETS · 9 ARTICLES · AUG 10

Celsius announces senior executive leadership shakeup

"Celsius announces senior execs shake-up", Just Drinks

6 OUTLETS · 7 ARTICLES · OCT 12

Celsius launches Spritz Vibe Sparkling Shirley Temple flavor

"Celsius Spritz Vibe returns with a Shirley Temple flavor", Stack3d

5 OUTLETS · 5 ARTICLES · OCT 28

Celsius sued over burns fat and metabolism claims

"Celsius Sued Over Claims Its Energy Drinks Burn Body Fat", Law Commentary

Each rival's stories with the most outlets, then the most articles, and each rival's biggest lawsuit or safety story. A model grouped the articles into stories from their headlines.

WHAT THE STORIES ARE ABOUT

Liquid Death is covered for collabs; Celsius for its business and launches

What each brand's stories were about, by a model's read of the headlines. Collabs are 13 of Liquid Death's stories; business news is 7 of Celsius's. Both totals are at least these.

STORIES BY KIND, AND EACH KIND'S SHARE OF THE BRAND'S STORIES SORTED BY A MODEL

KIND OF STORY	LIQUID DEATH (25)	POPPI (25)	OLIPOP (15)	CELSIUS (32)
Partnership or collab	13 (52%)	2 (8%)	5 (33%)	3 (9%)
Product or launch	2 (8%)	7 (28%)	4 (27%)	7 (22%)
Campaign or stunt	2 (8%)	6 (24%)	4 (27%)	5 (16%)
Business or money	4 (16%)	4 (16%)	1 (7%)	7 (22%)
Event or sponsorship	-	5 (20%)	-	5 (16%)
People	1 (4%)	1 (4%)	1 (7%)	2 (6%)
Review or ranking	2 (8%)	-	-	-
Legal or safety	1 (4%)	-	-	1 (3%)
Other	-	-	-	2 (6%)

Each story's kind is a model's read of its headlines. Cells: stories of that kind (share of that brand's stories); "-" = none of that kind among the brand's stories.

THE OUTLETS

Trend Hunter, Sporked, BevNET, Bloomberg and Parade cover all four brands

The outlets with the most articles about these brands or the category, and those with two or more on the rivals and nothing on Liquid Death (of 34 such outlets, 14 wrote about Liquid Death too). Sustain Health Magazine and Verge Magazine are UK titles that ran Celsius's UK sponsorships.

OUTLET	LIQUID DEATH	POPPI	OLIPOP	CELSIUS	THE CATEGORY
Food & Beverage Magazine	0	0	0	0	16
Trend Hunter	4	4	1	3	4
Sporked	6	4	2	2	0
Food Dive	2	0	2	1	6
Yahoo Finance	2	0	3	3	2
BevNET.com	2	1	2	1	4
Stack3d	2	0	0	6	0
Bloomberg	1	1	2	3	0
Bleeding Cool News	7	0	0	0	0
Parade Magazine	2	1	2	1	0
Yahoo	4	0	1	1	0
Just Drinks	0	1	1	2	2

2+ ARTICLES ON THE RIVALS, NONE ON LIQUID DEATH

Just Drinks (Poppi 1, Olipop 1, Celsius 2); Sustain Health Magazine (Celsius 6); Allrecipes (Poppi 1, Olipop 2); New York Post (Olipop 3, Celsius 1); USA Today (Olipop 4); Verge Magazine (Celsius 4); FoodNavigator.com (Celsius 2); Beverage-Digest (Poppi 1, Celsius 1); and 10 more in the HTML version. Not listed though they had no article about Liquid Death: Marketing Brew, whose sister title Morning Brew wrote about Liquid Death; Yahoo Sports, whose sister titles Yahoo Finance and Yahoo wrote about Liquid Death.

Counts are articles about each rival. Press wires and stock-ticker feeds are not counted as outlets anywhere.

The 12 outlets with the most articles about any of the four brands or on the category's topic (searches for “better-for-you beverages” and “canned water”). Brand columns: articles about the brand. "0" for Liquid Death: none of the 356 results the search returned for Liquid Death was about it from that outlet.

WHAT TO PITCH NEXT

Three pitches: the collab run for Just Drinks, your name in the stunt headline, and the energy line

Each is built from what got covered in these 90 days.

PITCH 1

Give Just Drinks the business of the collabs

Just Drinks follows the rivals' business, as the short version shows. Offer it an interview with Liquid Death's chief on why the brand makes products with Pop-Tarts, Feastables and Swig.

From Olipop: Christian Patiño Webb appointed new CEO (10 outlets); Celsius: Celsius announces senior executive leadership shakeup (8 outlets); Poppi: PepsiCo slashes Poppi earnout estimate amid sales slowdown (3 outlets); Liquid Death: Pop-Tarts and Liquid Death launch orange toaster pastry (11 outlets); Outlets: Just Drinks

PITCH 2

Put Liquid Death in the next stunt's headline

The stunt reached 31 outlets, but many headlines named Jason Kelce and left Liquid Death out, The Washington Post, Newsweek and CNET among them. Give those desks the next one early, with Liquid Death in the first line of the release.

From Liquid Death: Garage Beer and Liquid Death's data center stunt with Jason Kelce (31 outlets); Outlets: The Washington Post, Newsweek, CNET

PITCH 3

Pitch the next energy flavor with legal's line ready

Stack3d ran 6 Celsius articles to 2 on Liquid Death, “Blood Zero” and Subliminal Lime among them. The class action is about the same Sparkling Energy cans, so agree a line on the “0g sugar” question with legal before the next flavor goes to Stack3d.

From Celsius: Celsius launches Spritz Vibe Sparkling Shirley Temple flavor (6 outlets); Liquid Death: Liquid Death launches Halloween Blood Zero energy drink (4 outlets); Liquid Death: Liquid Death adds Subliminal Lime energy flavor (1 outlet); Liquid Death: Class action over allulose in zero sugar drinks (5 outlets); Outlets: Stack3d, BevNET.com

HOW WE MEASURED

What we searched, how we counted, and what Google News can't show

The searches. Google News, US edition, in English, Aug 4 to Nov 1, 2026: Liquid Death as Liquid Death; Poppi as Poppi; Olipop as Olipop; Celsius as Celsius energy drink; the category as better-for-you beverages, canned water. The US edition also lists news from other countries; it counts for every brand alike. The rivals were named for this sample: challenger drink brands known for their marketing, picked to compare how they get covered, not who shares a shelf. Only Celsius meets Liquid Death in energy drinks, and it is searched as “Celsius energy drink” so the temperature scale stays out.

How we read it. One Google News search per brand and category phrase per week, a busy week asked again in halves (106 searches, up to 30 articles each), read through DataForSEO: the outlet, headline, snippet and age of every result. An article found twice is counted once. Google prints a date for older articles and an age ("3 weeks ago") for recent ones, so a recent article's day can be days off. A card marked around rests on ages like "1 month ago" and can be weeks off. Some searches for Liquid Death and Celsius returned 30 articles, the most one search reads, even over a day or two, so their counts are at least these.

Stories and kinds. A model (Gemini) read every headline and snippet we found for each brand: about the brand, named in passing, or not about it (another company with the same name, a shop listing); then grouped the articles about it into stories, one piece of news each, and gave each story a kind. 331 articles a search returned were not about the brand searched and are left out. 109 results were social posts, shop pages or a brand's own site and are not counted. 70 stock-ticker articles are set aside (Liquid Death 1, Poppi 7, Olipop 1, Celsius 61).

The outlets. Outlets are counted once each, by the name Google News gives. The outlets slide ranks outlets by articles about any of the four brands plus articles a model read as about the category, from the category searches.

What Google News can't show. It lists the coverage it finds, not all coverage: paywalled trade titles, podcasts, TV and newsletters are mostly missing, and a search reads up to 30 articles. These are stories we found, not every story there was. We keep headlines, snippets and links, never article text.