

The Wellness Bowl: Super Bowl Gets Health Conscious In 2026

The Super Bowl is associated with indulgent foods like chips, pizza, soda, and beer. It's also a night to watch plenty of ads for those indulgences.

A decade ago, the Super Bowl featured 14 ads for alcohol, candy, snacks, and fast food. Last year, that tally grew to 20, led by the likes of Taco Bell, Doritos, Mountain Dew, and Totino's.

Ahead of the 2026 Super Bowl, however, health seems to be the emerging trend among the food and beverage brands that have announced Big Game ad buys so far.

Instead of advertising sugary soda, PepsiCo will front prebiotic soda brand Poppi, which returns to the game this year to tout "healthy bacteria in your gut."

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