10,000 shoppers sampled, Swoon's velocity at Mariano's took off, and then it kept climbing while the category fell

1. Shoppers loved Swoon
and many said they'd keep buying after trying it

★★★★★ **32/M · Mariano's Roscoe Village**
"I love that the product isn't overly sweet. I didn't know about the brand beforehand but definitely will be a staple for this household moving forward."

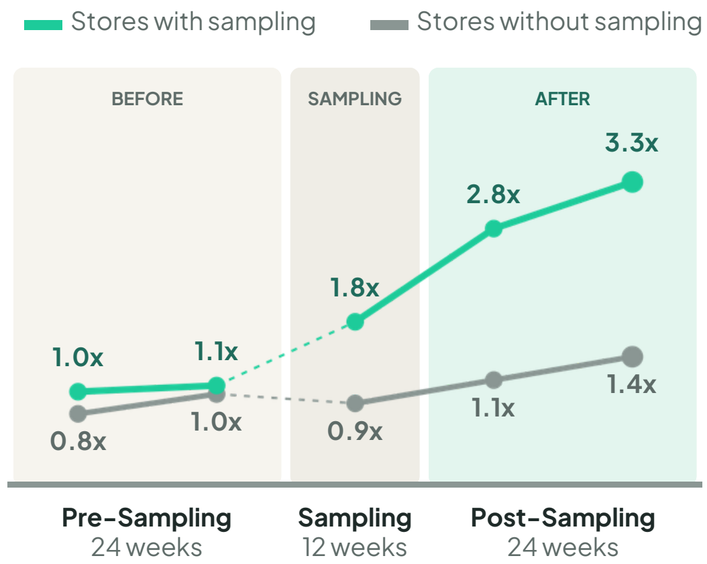
★★★★★ **29/F · Mariano's Park Ridge**
"Flavorful and healthier than other beverages. Due to the free sample, it helped me purchase some! Thankful for programs like this."

★★★★★ **36/F · Mariano's Hoffman Estates**
"I usually try to purchase items we both will enjoy and the drink was honestly excellent. Truthfully I would not purchase it had I not sampled it. What a treat and thank you!"

★★★★★ **60/F· Mariano's Wheaton**
"I like the subtle peach taste and it is not too sweet. Some natural added sweetness but not sugary and no weird aftertaste. I will purchase this again!"

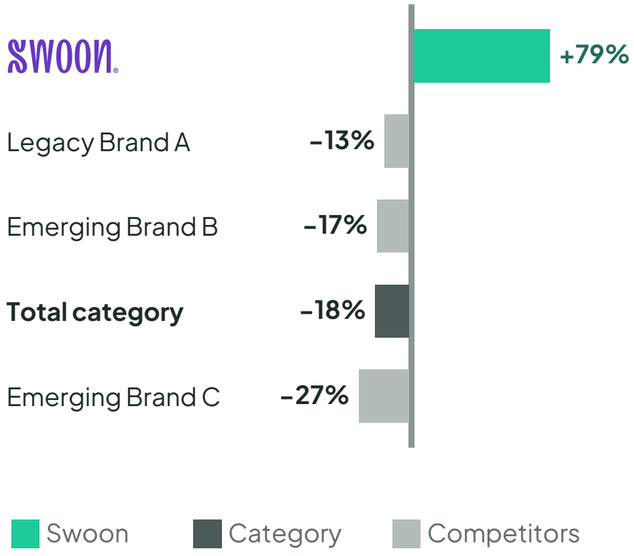
2. Velocity kept climbing
Lift vs. trend grew from +70% to +115% after sampling

Swoon sales velocity (U/S/W)



3. Swoon beat the category
Velocity up 79% YoY after sampling, category down 18%

Mariano's velocity, post-sampling vs. year ago



Source: SPINS, Mariano's, ending 7/12/2026; Showdrop shopper reviews. Velocity indexed to sampled stores' first pre-period reading = 1.0x. Mariano's with sampling, Roundy's WI without sampling.