

## Citation

### Company Materials

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- Celsius official website: <https://celsiusholdingsinc.com/our-company/>

### Online Resources

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- “Analysts Weigh in on Celsius/Alani Nu acquisition” *Seeking Alpha*. Feb 21, 2025.

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- “Energy drink stock Celsius pops more than 25% on big quarterly results, Alani Nu acquisition”

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- “Gen Z: The Sober Curious Generation” *Mintel*, Feb 20, 2025. <https://www.mintel.com/insights/food-and-drink/gen-z-sober-curious-generation/>

- “Explore factors influencing the food and beverage preferences of a young, confident and vocal generation” Abby Schoonover. Oct 17, 2024. <https://www.kerry.com/insights/kerrydigest/2024/gen-z-beverage-flavour-insights>
- “Claimed To Be 'Healthy' But 'Not So Healthy' Beverages” *Truworth Wellness*. Jul 16, 2024. <https://www.truworthwellness.com/blog/claimed-healthy-but-not-healthy-beverages/>

## AI Tool Usage

Representative Prompts Used:

1. “I’m developing a campaign for an energy drink brand. Are there any phrases or terminology from NFL language or football culture that might be relevant or useful for this?”
2. “[draft part 1] and [draft part 2]. Can you help me evaluate whether the logic between these 2 paragraphs is coherent? If not, what should the corrected flow be, and why?”
3. “As for [data 1] and [data 2], is it reasonable to attribute their changes to the same cause? If not, why? Do these two indicators reflect the same aspect of the company's performance or different ones?”
4. “Give me some specific examples of data-based graphics. Now I have a dataset including [ data examples], what types of data-based graphics can I generate from that?”

Tool: ChatGPT

Version: GPT-4 (March 2025 version)

Provider: OpenAI

URL: <https://chat.openai.com>