KEURIG® TAKES THE GRIND OUT OF HOLIDAY HASSLES, BREWING UP LITTLE MOMENTS OF RELIEF & JOY

73% of Americans surveyed face holiday hassles, inspiring Keurig's® Holiday Coffee-mergency Bundles with quality coffee, a little reprieve and an exclusive kit to win.

BURLINGTON, Mass., Nov. 19, 2026 /PRNewswire/ -- The holidays are meant to be joyful, but **Keurig's NEW Holiday Grind Report** has found nearly three in four Americans surveyed (73%) experience at least one holiday hassle, from wrapping gifts after midnight (29%) and navigating late gift deliveries (27%) to struggling to find a quiet moment to recharge (22%).

Amid the seasonal stress, Americans are turning to a familiar source of comfort: coffee. 73% of Americans say coffee plays a meaningful role in helping them navigate the season, providing more than just energy through comfort, routine and connection. Coffee and other warm caffeinated beverages also ranked as the most desired item during a holiday emergency, reinforcing the role a quality cup can play in delivering a moment of relief.

It's why **Keurig** created the Keurig Coffee-mergency Kit, inspired by common seasonal stressors and designed to deliver a little relief and a great, quality cup when holiday chaos hits. Created with the Holiday Grind Report in mind, each custom-built "Break In Case of Coffee-mergency" kit features a **K-Mini Mate® Plus brewer**, festive coffee varieties and themed drawers packed with practical solutions to holiday hassles, from forgotten batteries and last-minute baking to much-needed moments of relaxation. Each drawer is thoughtfully paired with quality coffee, reinforcing Keurig's® belief that even the busiest holiday moments deserve a great cup. **Beginning November 19, people can visit Keurig.com for a chance to win a limited-edition Holiday Coffee-mergency Kit.**

"The holidays are full of meaningful moments, but they also come with their fair share of stress," said Christine van den Broeck, VP Brand Marketing at Keurig. "We believe everyone deserves Great Coffee Without the Grind™ - and the holidays should be no exception. Whether you're hosting guests, wrapping gifts or simply taking a moment for yourself, a great cup of coffee can offer a welcome pause from the holiday rush and a chance to recharge before jumping back in."

More Ways to Find Holiday Relief

To ensure everyone can get in on the holiday relief, Keurig also created three **Holiday Coffee-mergency Bundles** inspired by some of the season's most relatable hassles: The Battery Bailout, The Cookie Crisis and Comfort & Joy. At the heart of each bundle is the **Keurig® K-Mini Mate® Plus brewer**, a compact brewer under five inches wide, featuring Strong Brew for a bolder cup, Brew Over Ice for full-flavored iced coffee and compatibility with hundreds of **K-Cup® pod** varieties. Paired with carefully selected coffee varieties and thoughtful accessories, each bundle makes it easy to enjoy a personalized, quality coffee break when holiday chaos hits.

Enter to Win or Shop Your Coffee-mergency

Visit Keurig.com for a little holiday reprieve: enter to win a limited-edition Holiday Coffee-mergency Kit by December 10 or shop one of three festive Coffee-mergency Bundles.

FAQ

1. What were the top holiday hassles identified in the Keurig Holiday Grind Report?

- Still wrapping gifts after midnight: **29%**
- Gift didn't arrive in time: **27%**
- Couldn't find a quiet moment to rest or recharge: **22%**
- Cleaned the house twice in one day for guests: **21%**
- A toy needed batteries or a screwdriver I didn't have: **21%**
- Lights or decorations didn't work when plugged in: **20%**
- A key gift or baking ingredient I needed was sold out: **14%**
- Hosted all day without a single break: **14%**
- Ran out of something mid-recipe with guests on the way: **13%**
- Needed a last-minute homemade gift idea or activity for kids: **13%**

2. What did Keurig's Holiday Grind Report reveal about the pressures parents face during the holidays?

Keurig's Holiday Grind Report also found that parents are feeling the holiday pressure particularly hard, with nearly nine in ten (87%) experiencing a holiday hassle. Nearly three-quarters (74%) lose at least an hour of sleep on holiday nights, and 93% say the lack of sleep takes a toll. Yet amid the holiday hustle, it's the meaningful moments that matter most, with 15% of parents naming watching their kids open presents as their most treasured holiday memory.

3. What were the top Holiday confessions identified from the Keurig Holiday Grind Report?

- Pretended to like a gift — 37%
- Gave a gift card because they were too tired to think of something else — 31%
- Hidden in another room for five minutes alone — 20%

4. What Holiday Coffee-mergency bundles are available?

The Battery Bailout Coffee-mergency Bundle, $109.99 (23% off $142.97)
For the inevitable holiday morning moment when gifts are unwrapped, toys are assembled and, of course, the batteries weren't included and somehow didn't make the shopping list. The Battery Bailout Bundle includes a **K-Mini Mate® Plus brewer**, mug and **Peet's Big Bang® K-Cup® pods**. Featuring a smooth medium roast bright, flavorful blend with notes of milk chocolate and graham crust, this coffee pairing helps people power through before their holiday spirit dims on one of the season's busiest mornings, with a premium coffee experience that's ready in minutes.

The Cookie Crisis Coffee-mergency Bundle, $109.99 (23% off $142.47)
Designed for late-night bakers racing to finish treats before tomorrow's cookie exchange, classroom party or holiday gathering. The Cookie Crisis Bundle includes a **K-Mini Mate® Plus brewer**, mug and **Green Mountain Coffee Roasters® Cinnamon Sugar Cookie K-Cup® pods.** Inspired by one of the season's most beloved flavors, the bundle brings warmth, holiday nostalgia and quality coffee together for those last-minute baking marathons – keeping you going until the last batch comes out of the oven.

The Comfort & Joy Coffee-mergency Bundle, $109.99 (22% off $140.47)
Created for those rare moments when the gifts are wrapped, dishes are done, you haven't yet sat down all day, and it's now finally time to relax. The Comfort & Joy Bundle includes a **K-Mini Mate® Plus brewer**, mug and **Keurig Coffee Collective™ Warm Hug K-Cup® pods.** Designed to deliver a cozy, comforting coffee experience, the bundle helps people slow down and savor a well-earned holiday break, and a little cup of joyful bliss.

5. What Keurig brewer is found in the Holiday Coffee-mergency Bundles?

At the heart of every bundle is the **Keurig® K-Mini Mate® Plus brewer**, designed to deliver rich, flavorful coffee with ease and consistency. With features such as Strong Brew for a bolder cup and Brew Over Ice for full-flavored iced coffee, consumers can customize their coffee experience while enjoying the convenience of brewing at the touch of a button. Combined with access to hundreds of **K-Cup® pod** varieties, the brewer provides the quality, variety and flexibility consumers need during one of the busiest times of the year.

6. What are the "coffee-mergency" items in the Coffee-Mergency Kit to solve the top holiday hassles?

- Drawer #1: Batteries & Peet's Big Bang K-Cup Pod
- Drawer #2: Cookie Mix & Green Mountain Coffee Roasters Cinnamon Sugar Cookie K-Cup Pod
- Drawer #3: Cozy Socks & Keurig Coffee Collective Warm Hug K-Cup Pod
- Drawer #4: Candle & The Original Donut Shop Gingerbread Latte K-Cup Pod
- Drawer #5: Gift Wrapping Supplies/Tape & Peet's Holiday Blend K-Cup Pod
- Drawer #6: Hand Warmers & Swiss Miss Hot Cocoa K-Cup Pod
- Drawer #7: Second Mug & McCafé Caramel Nutcracker K-Cup Pod
- Drawer #8: Extra Light Bulbs & Green Mountain Coffee Roasters Dark Magic K-Cup Pod

Notes to Editors
The Keurig Holiday Grind Report Research Methodology: Morning Consult conducted an online survey on behalf of Keurig from October 6–9, 2026, among 2,200 U.S.

About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: **KDP**) is a leading beverage company in North America, with a portfolio of more than 125 owned, licensed and partner brands and powerful distribution capabilities to provide a beverage for every need, anytime, anywhere. With annual revenue of more than $15 billion, we hold leadership positions in beverage categories including carbonated soft drinks, coffee, tea, water, juice and mixers, and have the #1 single serve coffee brewing system in the U.S. and Canada. Our innovative partnership model builds emerging growth platforms in categories such as premium coffee, energy, sports hydration and ready-to-drink coffee. Our brands include Keurig®, Dr Pepper®, Canada Dry®, Mott's®, A&W®, Peñafiel®, Snapple®, 7UP®, Green Mountain Coffee Roasters®, GHOST®, Clamato®, Core Hydration® and The Original Donut Shop®. Driven by a purpose to Drink Well. Do Good., our 29,000 employees aim to enhance the experience of every beverage occasion and to make a positive impact for people, communities and the planet. For more information, visit **www.keurigdrpepper.com** and follow us @KeurigDrPepper on LinkedIn and Instagram.

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