

## Coverage Addition Report: CELH, STKS

### [Celsius Holdings, Inc.](#) (NASDAQ: CELH)

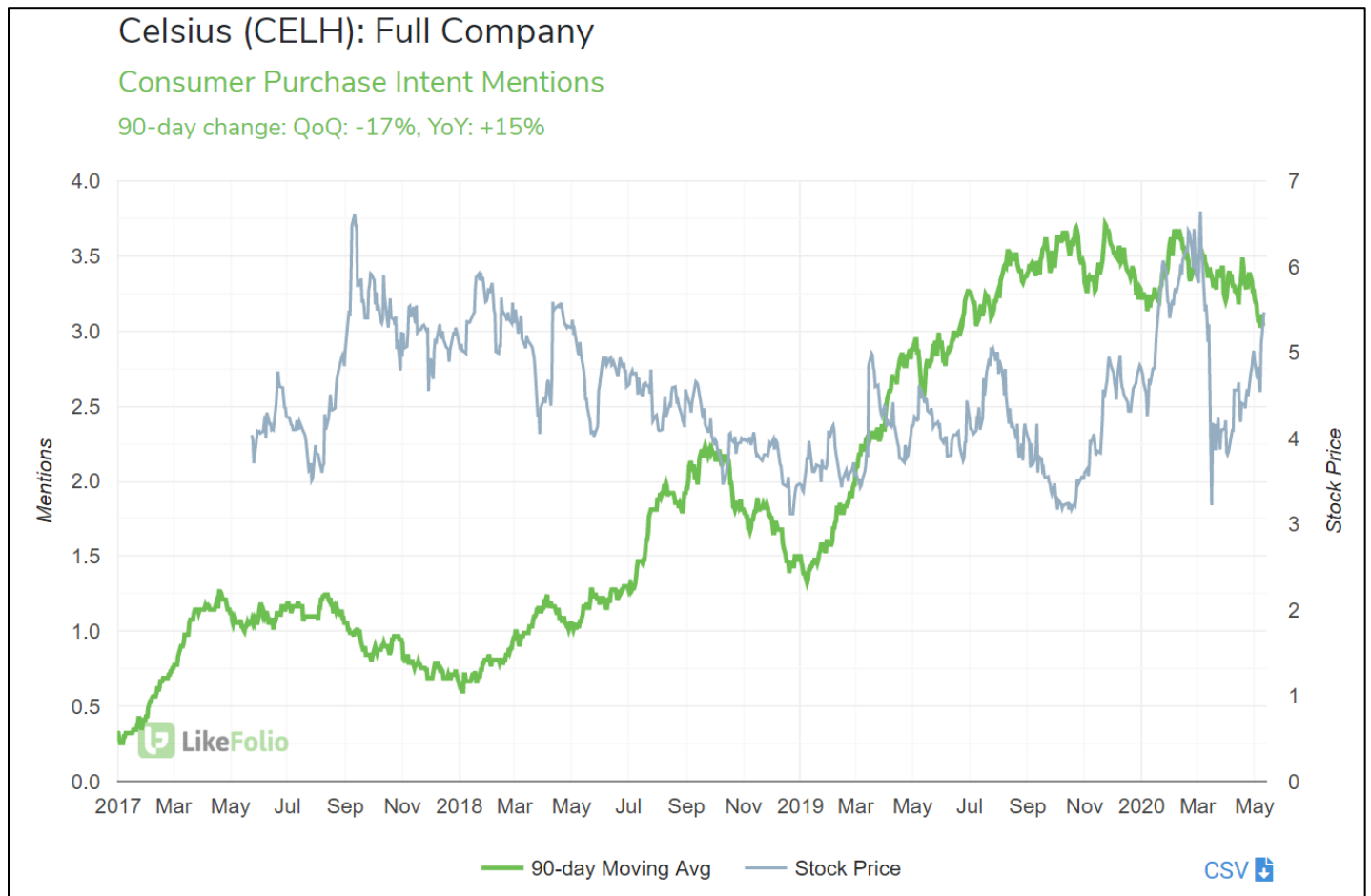
**Current Outlook: Bullish**

**Trader Commentary:** Celsius Holdings produces and distributes a variety of specialty energy drinks, with an emphasis placed on natural ingredients and additional dietary supplements promoting improved athletic performance and weight loss. The Celsius brand primarily targets active and health-conscious consumers. CELH traded as an OTC stock for 10 years, before [officially listing on the Nasdaq](#) in May of 2017.

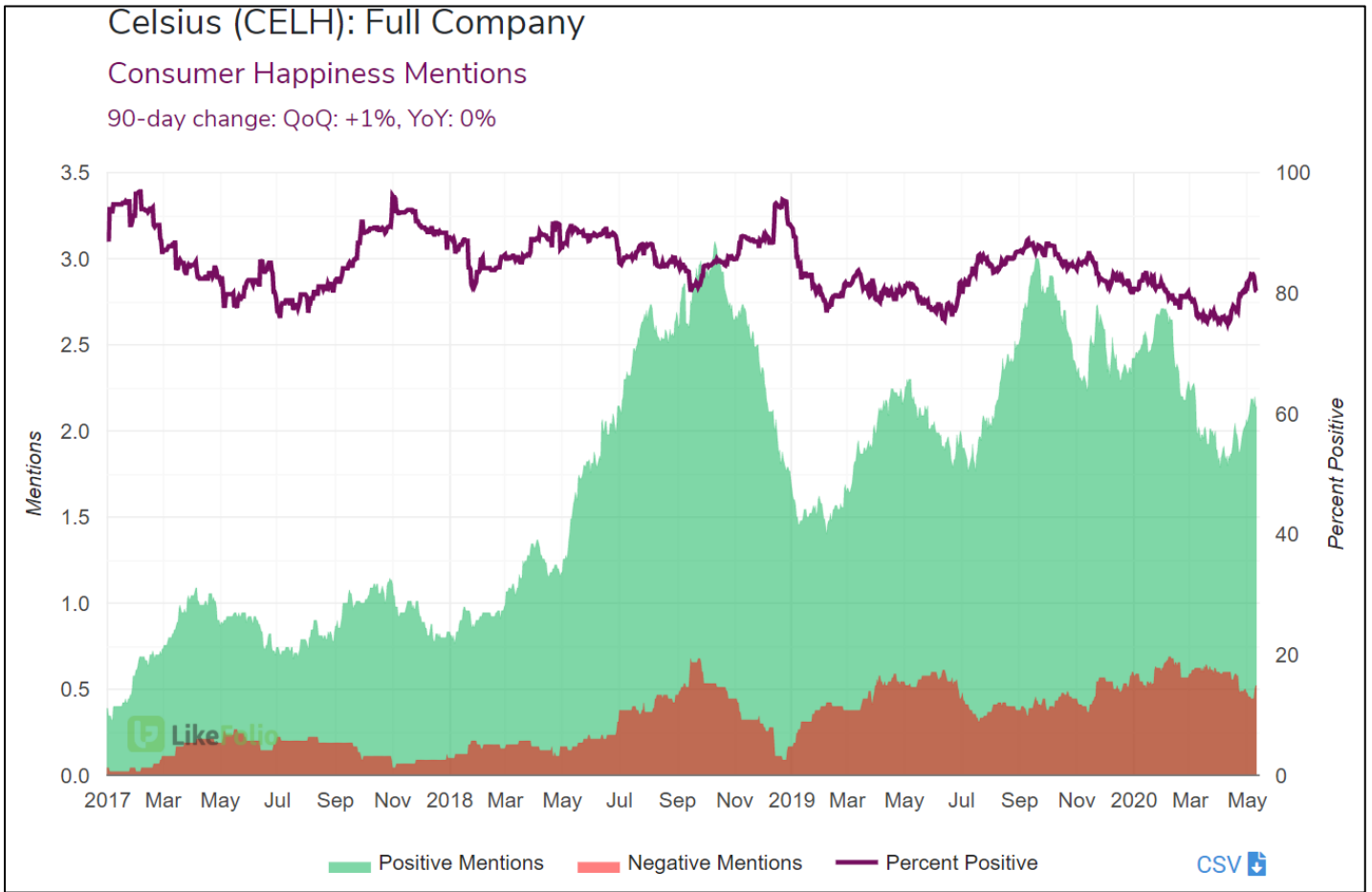
Since going public, **PI Mention volume has risen steadily**, and Consumer Happiness for Celsius' drinks has maintained a high level as well, currently above **80% positive**. Purchase Intent Mentions rose **+37% YoY** in the first quarter of 2020. CELH recently reported record-high revenue for Q1 2020, with North American sales up by +70% from the previous year. If Celsius can maintain its year-over-year PI strength, we're Bullish on the company going forward.

**Next Earnings Date:** Last [earnings release for 20Q1](#) (ending 3/31/2020) was 5/12/2020. Earnings release date for 20Q2 (ending 6/30/2020) is scheduled for August 2020.

**Purchase Intent: 90-day MA**



# Consumer Happiness: 90-day MA



# [The ONE Group Hospitality, Inc. \(NASDAQ: STKS\)](#)

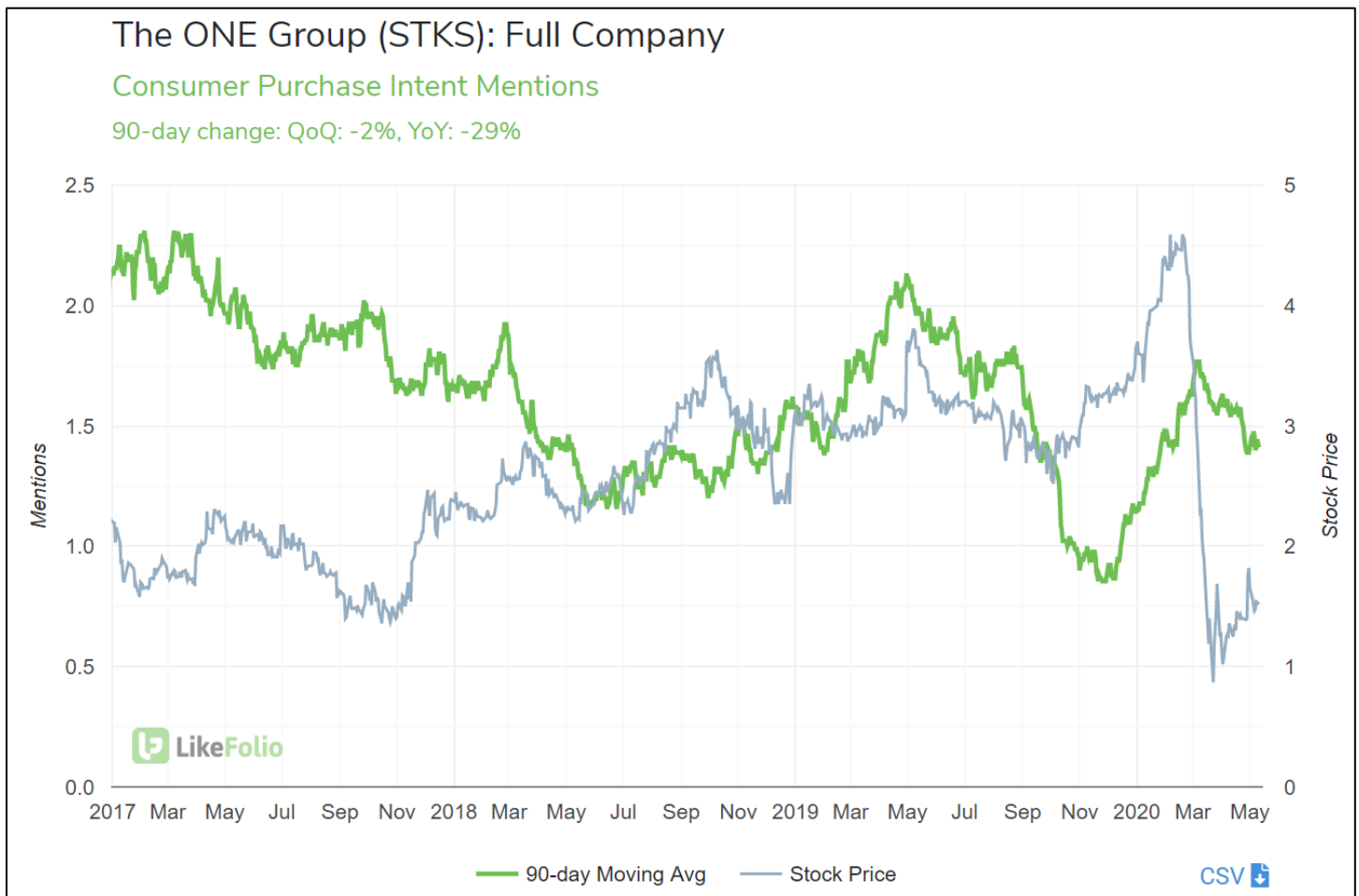
## Current Outlook: Neutral

**Trader Commentary:** STKS operates and licenses 20 STK Steakhouse venues worldwide, and the company recently expanded its brand portfolio with the [acquisition of Kona Grill](#) in October 2019. The \$38M acquisition could not have come at a worse time for STKS, as their premier restaurants have been forced out of operation for the past several months. Since February of 2020, the company's \$130M market cap has declined by **-66%** to approximately \$42M.

Purchase Intent Mentions have declined significantly alongside the price of STKS shares, with PI volume for the STK and Kona brands showing YoY weakness. During the most recent earnings conference call, ONE Group's management enumerated several strategies employed to maintain a revenue stream during the COVID-19 lockdown, including new takeout/delivery options and selling premium steak cuts online. It remains to be seen if STKS can weather the current storm, but consumers are still expressing interest in returning to these restaurants. Depending on when lockdowns end, the current price could provide an opportune entry point for a long-term position.

**Next Earnings Date:** Last [earnings release for 20Q1](#) (ended 3/31/2020) was 5/11/2020. Earnings release date for 20Q2 (ending 6/30/2020) is scheduled for early August 2020.

## Purchase Intent: 90-day MA



## Consumer Happiness: 90-day MA

