



STIFEL *Bits*

June 11, 2025

The Appetizer

“Back to spending 24/7 at work and sleeping in conference/server/factory rooms.”

– Tesla CEO Elon Musk after a recent outage on the X platform.

Now, on to the numbers. Drum roll, please ...

- +49: The net trust score among U.S. adults for **The Weather Channel**, making it America’s most trusted news source so far in 2025.
- 55: The number of **female CEOs** leading Fortune 500 companies, a record high!
- 70,000 pounds: The estimated weight of honeybee hives that fell off a truck in Washington. The incident led to **250 million honeybees** escaping.
- 1925: The year the first **Goodyear blimp** took to the sky.
- 80-meter wingspan and 108-meter length: The size of the **world’s largest aircraft** under development in Colorado – roughly the dimensions of a FIFA regulation football field.
- 14.3%: The average **savings rate in 401(k)** plans in the first quarter of 2025, up from 13.5% in 2020. Millennials saved 13.5%.

Dig In

“One Big, Beautiful Bill”

Let’s talk about the bill that’s been lighting up headlines – and maybe your group chats. But rather than taking sides, let’s just unpack what it is and what’s inside.

The *“One Big, Beautiful Bill”* is a legislative package that recently passed the House by a slim margin. It bundles together tax cuts, spending reforms, debt limit modifications, and other fancy policy things.

A few **headline items**? Proposed Medicaid spending cuts, tweaks to the Inflation Reduction Act tax credits, and adjustments to the state and local tax deduction. There are also big changes to EV tax incentives, which have sparked some pushback and reactions.

Speaking of which, the bill has started a **Trump-Musk feud**. To make it simple, Musk doesn’t like the bill (putting it lightly) while Trump responded with, well... you can look it up. It’s part policy debate, part reality show. Even the Congressional Budget Office is weighing in, projecting that the latest tax bill could push the national debt to around \$61 trillion by 2034, a **pretty alarming** level.

Now the bill heads to the Senate, where its future is anything but certain. But one thing’s for sure: It’s big, it’s bold, and it’s not going quietly.

Weekly Specials

Crack open a cold one ... or not. Turns out Americans want the taste of beer without the buzz. **Non-alcoholic beer** is on track to outsell ale in the U.S. this year. According to industry tracker IWSR, the non-alcoholic beer market is projected to grow by 8% annually through 2029. Cheers!

Coco Gauff (21) and Carlos Alcaraz (22) just owned the clay at the 2025 French Open! **Gauff** took her second Grand Slam by defeating world No. 1 Aryna Sabalenka, while **Alcaraz** outlasted Jannik Sinner in a record 5-hour, 29-minute final for his fifth Slam. Both delivered unforgettable comebacks on tennis’s biggest stage.

Europe’s biggest and most active volcano, **Mount Etna**, reminded everyone it’s still got it, spewing lava and ash into the Sicilian sky. Flights were grounded, tourists scattered, and locals got a front-row seat to nature’s fireworks. No injuries were reported, but travel plans? Definitely smoked.

Yep, *that* Steph Curry – four rings, two MVPs, one of the greatest shooters ever – says he struggles with **impostor syndrome**. Seriously, the guy’s living a real-life movie, yet he still wonders if he’s the star or just an extra. Guess even legends have those “Wait, am I good enough?” moments. Makes you feel a little better about your own Monday mornings, right?

Corporate Lunch

McDonald’s is unwrapping nostalgia – **Snack Wraps** are strutting back onto U.S. menus next month like they never left.

How did **Under Armour** steal **Steph Curry** from Nike? A perfect fit, and a whole lot more money.

After seven years under a Federal Reserve-imposed growth cap for its past scandals, **Wells Fargo** just got its **growth privileges** back.

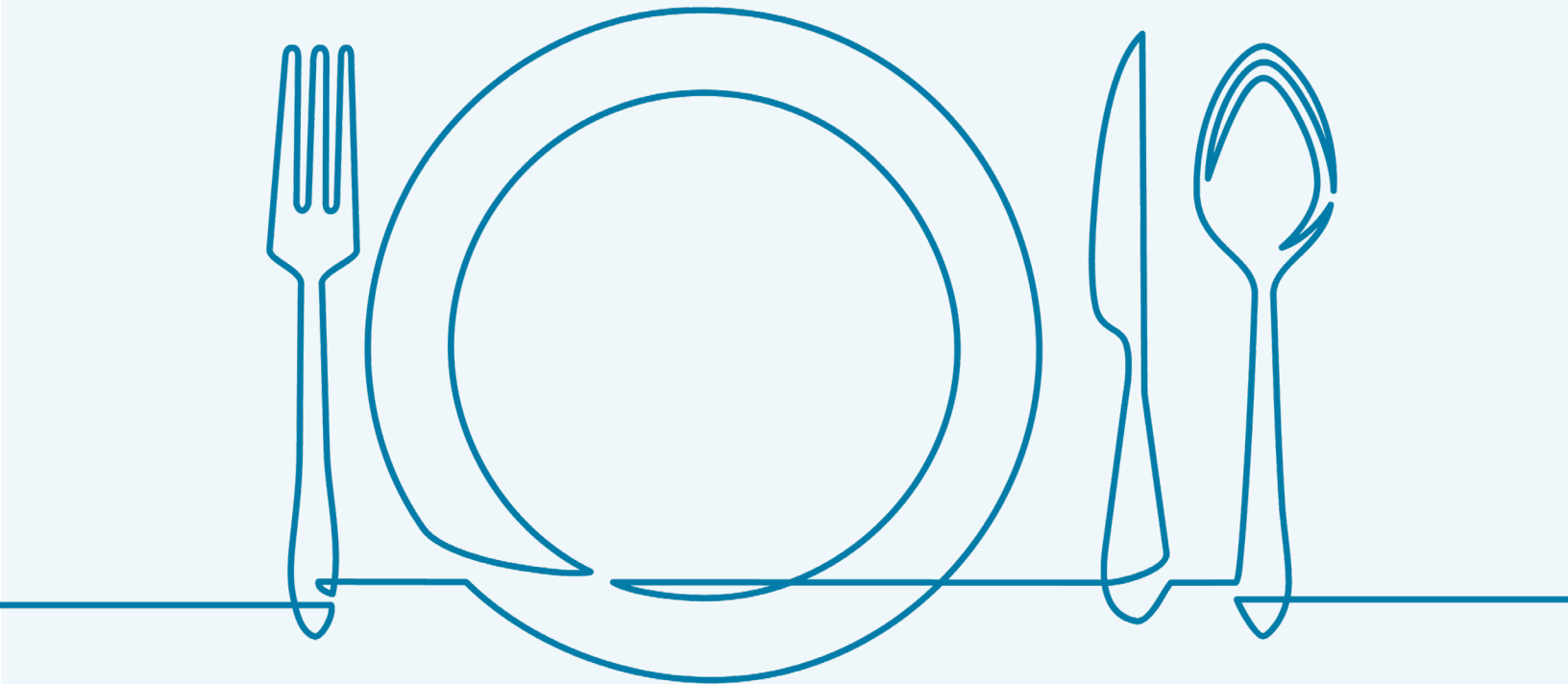
Dollar General rang up a 5% sales boost – foot traffic dipped, but the shoppers who did show up spent more. **Discount digs** are the new luxe.

Meta just went nuclear, but not on your screen time. It inked a 20-year deal with Constellation Energy to power its **AI ambitions**.

Raising Cane’s is spreading its sauce – six new cities are **getting a taste** this month, and chicken fingers everywhere should be nervous.

Neuralink just secured \$650 million as it begins testing its brain implant technology in humans, moving from lab experiments to real people.

Boeing’s cleared for takeoff in China again – aircraft deliveries resume **next month**, and it’s wheels up for diplomacy and jet fuel.



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