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Cheers to 125 Years! Dr Pepper Celebrates a Legacy of Flavor and Success

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America's Oldest Major Soft Drink Launches Year-Long Festivities

PLANO, Texas--([BUSINESS WIRE](#))--Raise a bottle of Dr Pepper today to toast the 125th anniversary of America's oldest major soft drink. Since its modest beginnings in 1885 as the concoction Charles Alderton created at Morrison's Old Corner Drug Store in Waco, Texas, the drink formerly known as the "Waco" has grown into a beloved national brand.

After it was first poured, Dr Pepper gained such widespread consumer favor that other soda fountain operators began buying the syrup from the Old Corner Drug Store. In 1904, Dr Pepper made its nationwide debut when it was introduced to almost 20 million people attending the World's Fair Exposition in St. Louis. Now, 125 years later, legions of passionate fans enjoy the 23 flavors of Dr Pepper's unique, refreshing taste.

"Dr Pepper has an unrivaled taste and a maverick spirit," said Tony Jacobs, vice president of marketing for Dr Pepper. "Starting out 125 years ago as a regional drink, Dr Pepper has expanded into a revered national brand by connecting with consumers because of its unique taste and the brand's dedication to making emotional connections with its consumers."

This afternoon, Dr Pepper Snapple Group management will honor their marquee brand's birthday by ringing the closing bell at the New York Stock Exchange. Throughout this year, Dr Pepper will launch a wide range of activities to share the celebration of 125 years with the consumers who made its success possible. Dr Pepper will advertise Dr Pepper Cherry during Super Bowl XLIV on Feb. 7 with a new spot featuring "Doctor Love" Gene Simmons joined by Paul Stanley and their KISS band mates. Plans include downloadable content for consumers on DrPepper.com, as well as engaging with fans via Facebook and Twitter.

In addition to the great taste of the 23 unrivaled flavors in Dr Pepper, research shows consumers connect with Dr Pepper on an emotional level as a way to express their own uniqueness. Diet Dr Pepper was introduced to consumers in 1963, and the brand has followed with both permanent and "limited edition" offerings. Most recently, the brand introduced Dr Pepper Cherry with great success. These delicious flavor innovations have brought new consumers into the Dr Pepper fan base and contributed to the brand's popularity. These assets, combined with increased availability nationwide have driven strong brand performance in recent years. Dr Pepper grew U.S. volume an average 4 percent per year over the last 20 years. As a result, Dr Pepper is currently the fourth best-selling soft drink brand in the United States.

Consumer relevance is a key priority for Dr Pepper. By continually speaking with fans to understand what they love about Dr Pepper, the brand has been able to engage its base and new users through advertising and social media. A few of the most memorable ad campaigns from Dr Pepper include the iconic "I'm a Pepper" and the current "Trust Me, I'm a Dr" campaign. The brand has nearly 1 million fans on Facebook and was named as one of the "Facebook 50" in a 2009 Slate study analyzing data to find the companies with the best presence on Facebook.

"We always try to connect with our consumers in a meaningful way, so we're thrilled to celebrate our 125th birthday with our fans all year long," said Jacobs. "We want Dr Pepper-lovers everywhere to know that we are committed to providing the same great taste experience that they've come to expect from Dr Pepper for many years to come."

For more information on Dr Pepper, visit www.drpepper.com.

About Dr Pepper

Dr Pepper, a brand of Dr Pepper Snapple Group (NYSE: DPS), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free and Cherry varieties. DPS is a leading producer of flavored soft drinks, marketing Dr Pepper and 50-plus other beverage brands across North America and the Caribbean. For more information on Dr Pepper, visit www.drpepper.com or www.drpeppersnapple.com.

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