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Mt dew rewards

The availability of the product may vary. For more information, please click here. Not looking for anything specific? Browse our brand of soft drinks for homemade distilled spirits, also known as mountain dew, see moonshine. This article is about soft drink. For other uses, see Mountain Dew (disambiguation). More information: List of mountain dew flavors and varieties Mountain DewTypeCitrus soft drinkManufacturerPepsiCoCountry of originUnited StatesIntroduced1940; 80 years ago (1940)VariantsSee below Mello Yello Sun Drop Surge Webstitemountaindew.com Mountain Dew is a soft drink brand produced and owned by PepsiCo. The original formula was invented in 1940 by Tennessee beverage bottlers Barney and Ally Hartman. A revised formula was created by Bill Bridgforth[1] in 1958. The rights to this formula were obtained by the Tip Corporation of Marion, Virginia. William H. Bill Jones of the Tip Corporation further refined the formula, launching this version of Mountain Dew in 1961. In August 1964, the Mountain Dew brand and production rights were acquired from Tip by Pepsi-Cola, and distribution expanded to the United States and Canada. Between the 1940s and 1980s, there was a variety of mountain dew, which was flavored with citrus and paffeinated in most markets. Diet Mountain Dew was introduced in 1988,[5] followed by Mountain Dew Red, which was introduced and abandoned in 1988. In 2001, a cherry flavour called Code Red debuted. This trend towards expanding the product range continued, with expansion in specialty, limited-time production, region-specific, and specific retailers (Taco Bell, 7-Eleven and KFC) variations of Mountain Dew. Production was extended to the UK in 1996, but was phased out in 1998. A product of the same name but of different taste, with a recipe more similar to the original American product[7] has been sold in the UK under the name Mountain Dew Energy since 2010 and in Ireland since the spring of 2011. The product was renamed in 2014 simply 'Mountain Dew'. In 2017, Mountain Dew accounted for a 6.6% share of the U.S. soft drink market. [9] Its competition includes Mello Yello and Surge of The Coca-Cola Company, and Sun Drop by Dr Pepper Snapple Group; Mountain Dew accounts for 80% of citrus soft drinks sold in the United States. [10] Origin Tennessee bottlers Barney and Ally Hartman developed Mountain Dew as a blender in the 1940s. [11] Soft drinks were sold regionally in the 1930s, and the Hartmans had trouble getting their favorite soda to mix alcohol, preferably whisky, so that both developed their own. Originally a 19th-century slang term for whisky, particularly highland Scotch whisky,[13] the name mountain dew was marked for soft drink in 1948. Charles Gordon, who had teamed up with William Swartz to and promote Dr. Enuf, was introduced to Mountain Dew when he met the Hartman brothers on a train and they offered him a sample. Gordon and the Hartman brothers subsequently entered into an agreement to bottle Mountain Dew by the Tri-Cities Beverage Corporation in Johnson City, Tennessee. [12] The Hartman brothers also asked Coca-Cola to share their soda. Coca-Cola declined their offer. [citation needed] The Tip Corporation of Marion, Virginia, purchased the rights to Mountain Dew, revising the flavor and launching it in 1961. [3] In 1964, Pepsico purchased the Tip Corporation and acquired the rights to Mountain Dew. In 1999, the Virginia Legislature recognized Bill Jones and the city of Marion for their role in the history of Mountain Dew. Packaging 1950s Mountain Dew advertising sign in Tonto, Arizona, showing the cartoon character Willy the Hillbilly. Mountain Dew was originally southern and/or Scottish/Irish slang for moonlight (i.e. homemade whisky). Using it as a name for soda was originally suggested by Carl E. Retzke at an Owens-Illinois Inc. meeting in Toledo, Ohio,[17] and was first filed by Ally and Barney Hartman in the 1940s. The first bottles and signs carried the reference forward by showing a stylized cartoon hillbilly. The first sketches of the original Mountain Dew labels were designed in 1948 by John Brichetto, and the representation on product packaging has changed at several points in the history of the beverage. [6] Logo Two sides of an early mountain dew bottle using the design of Hillbilly. These refundable bottles could be found in stores and vending machines until the late 1980s. The Mountain Dew logo that was used from 1969 to 1996 was used on Mountain Dew Throwback when it was introduced in 2009 and was then used on special glass bottles of the drink. The fourth Mountain Dew logo used from 1999 to 2005. PepsiCo (then The Pepsi-Cola Company) acquired the Mountain Dew brand in 1964, and soon after, in 1969, the logo was changed as the company sought to focus on a younger, outdoors generation. This direction continued as the logo remained the same throughout the 1970s and 1980s. In 1996, PepsiCo began using a strategy it was already using with its flagship Pepsi cola, changing the Mountain Dew logo every few years. New logos were introduced in 1996, 1998 and 2005. In October 2008, the Mountain Dew logo was redesigned as Mtn Dew in the U.S. market, following PepsiCo's announcement that it would rename its core soft drink products by now. early 2009. [18] [19] However, variant flavors continued to use the previous design until May 2011, when it was announced that the Code Red, LiveWire, tension, and baja blast flavor variants would be given redesigned packaging, including new logos to match the Mtn Dew model. [citation needed] Return return Pitch Black, Supernova, Typhoon and Game Fuel received redesigned packaging and logos for their 2011 reissue. Acolyte bottles In the summer of 2010, a secondary type of Mountain Dew bottles began to appear on some American shelves. Designed by 4sight, a design and innovation company, these bottles featured a more elegant design, smaller packaging labels and an integrated handle. The bottles have been dubbed Sidekick bottles and have been tested in North Carolina, South Carolina, and Indiana markets. [21] By 2014, acolyte bottles had become the predominant mountain dew bottle design in most of the United States. Ingredients In its main U.S. market, Mountain Dew's ingredient composition is listed as carbonated water, high fructose corn syrup (in much of the United States), concentrated orange juice, citric acid, natural flavours, sodium benzoate, caffeine, sodium citrate, erythorbic acid, gum arabic, ethylenedaminetratic acid and yellow 5. [23] The composition of Mountain Dew's ingredients varies by country of production. For example, in Canada, the listed sweetener is glucose-fructose[24] (another name for high fructose corn syrup), and until 2012, it was caffeine-free by default. [25] In the past, the composition included brominated vegetable oil, an emulsifier banned in foods throughout Europe and Japan. Since 2020, this ingredient has been removed. [26] In response to negative publicity around high fructose corn syrup, PepsiCo published a limited production in 2009 of Mountain Dew Throwback, a sugar-based variant in place of high fructose corn syrup. [28] Mountain Dew Throwback was subsequently reissued for short periods (usually 8 to 12 weeks at a time), including a second wave from December 2009 to February 2010 and a third wave in the summer and fall of 2010. [29] A fourth 8-week production series began in March 2011, before it became a permanent addition to the Mountain Dew flavour line. [31] A 12 fl oz (355 ml) came from Mountain Dew contains 54 mg of caffeine (equivalent to 152 mg/L). [32] Tartrazine Main Article: Tartrazine An urban legend about mountain dew ingredients is that yellow #5 dye (tartrazine) lowers sperm count. Tartrazine has never been scientifically related to any of the effects alleged in the legends, nor any other component of the drink. Amp Energy Amp Energy Promotions is an energy drink distributed by PepsiCo under the Mountain Dew brand. Launched in 2001, Amp was originally known as Dew AMP. From 2007 to 2008, several additional flavours of Amp were introduced. In 2012, the labelling and ingredients of the GPA changed, as did the flavour and appeal, according to fans. The Mountain Dew brand was also removed from the guns during this change. Taco Bell's Mountain Dew Baja Blast Until 2004, Pepsico conducted extensive research to develop a beverage drink to complement Taco Bell food products. The resulting product was named Mountain Dew Baja Blast, a variety of light blue-green soft drink flavored with tropical lime. Taco Bell received a ten-year exclusive rights period during which Baja Blast would not be available at any food store or other outlet, not even at Typ.'s colleagues at Taco Bell! Restaurant brands. In the spring of 2014, Mountain Dew began distributing its Baja Blast flavor in standard 12-ounce guns, 20-ounce bottles and 24-ounce guns for sale in supermarkets and retail stores in the United States. The new retail product featured the Taco Bell logo. Taco Bell's marketing director, Chris Brandt, said exclusive beverages helped increase the company's beverage sales, even as soda sales declined in the broader market. He noted that people are more likely to buy beverages when they are available exclusively at the chain. Due to the success of the drink, many other new beverages were introduced at Taco Bell, including a new Taco Bell exclusive, Mountain Dew Sangrita Blast, a mountain dew flavoured with non-alcoholic sangrita. [37] DEWmocracy 1 Dewmocracy 1: People's Dew (2008) Flavor Finalists: Revolution, Tension, and SupernovaBeginning in 2007, Mountain Dew began a promotion called DEWmocracy,[38] which involved the public electing new flavors, colors, names, packaging graphics and advertisements for upcoming Mountain Dew products. [39] The campaign has been recognized within the advertising industry.[40] cited as one of the oldest and oldest examples of a consumer product brand that uses crowdsourcing to make decisions that are traditionally made internally by employees. [41] In its initial phase, dewmocracy participation and voting were conducted via an online game. [42] The television commercials of the time featured actor Forest Whitaker asking people to decide on mountain Dew's next new flavor. Online voters selected from three choices: Supernova (a strawberry-melon flavor), Revolution (a berry flavor), and tension (a raspberry-citrus flavor). Everyone included ginseng. The event ended on August 17, 2008, voltage being announced as the winning flavor. It was officially released on December 29, 2008. According to Beverage Digest, sales of dewmocracy flavours totalled 25 million cases in 2008. [44] DEWmocracy 2 Dewmocracy 2: Collective Intelligence (2010) Flavor Finalists: White Out, Distortion, and TyphoonMountain Dew announced the dewmocracy campaign - called Dewmocracy 2[45] - which launched in July 2009. A marked difference between Dewmocracy 2 and its predecessor was the widest range of online voting methods, extending beyond the dewmocracy website to include Facebook, Twitter, YouTube,[46] and the community of dew labs - a private and online forum for the most dew-loving fans. [47] In July 2009, Dew Labs sampling truck trucks product samples of seven potential flavour variations. At the same time, 50 dew fanatics were chosen based on their video submissions to the video site 12seconds.tv, and were shipped boxes of the seven prototype flavors. [41] Of the original seven flavors, taste testers were invited to elect three final flavors for subsequent release in retail stores. The three new candidate flavors were Distortion (a key lime flavor), Typhoon (a tropical punch flavor), and White Out (a smooth citrus flavor). The three new candidates were released on 19 April 2010 and the vote lasted until 14 June. The next day, White Out was announced as the winner. Mountain Dew White Out went on sale on October 4, 2010. A limited production White Out Slurpee (Mtn Dew White Out Freeze) was available at 7-Eleven from January 2011. In July 2011, Mountain Dew Typhoon was reissued briefly as a 2-litre. Game Fuel In 2007, after using the term Game Fuel to market their sodas to the video game subculture, Mountain Dew introduced a new flavor variant (citrus cherry) with the name game fuel. Coinciding with the release of Xbox 360 Halo 3, Mountain Dew Game Fuel sported an almost entirely image-based label, showing promotional illustrations for the game and featuring the main character from the Master Chief game series prominently. This variant remained on the shelves for 12 weeks, and was discontinued thereafter. Two years later, the website of the popular MMORPG World of Warcraft reported that two flavors of Mountain Dew Game Fuel would be sold in June 2009 and would promote the game. Soon after, the art of the bottle was released, and showed that the two flavors would promote different player races in the game. One of the two was exactly the same citrus cherry flavor from the original Halo 3 promotion, with an updated packaging. [50] The second flavor was a new wild fruit drink similar to the previously released Pepsi Blue. Both beverages receive World of Warcraft-based packaging and feature the recently updated MTN Dew logo. Like their precursor, these two flavors lasted 12 weeks and were abandoned. On August 24, 2011, Mountain Dew announced a new return of the Game Fuel promotion to its Facebook page. The original citrus-cherry would return once again.[52] with a new tropical companion flavor. [53] The ad gave a scheduled release date of October 2011 and stated that the package would feature codes granting players double experience points in Call of Duty: Modern Warfare 3. Both flavours were mailed to Dew Labs members at the beginning of 2011, one month before the scheduled release date. Later that month, it was announced through the Facebook page that Game Fuel would reach the public in mid-October, but it would vary depending on the market. These flavors began to appear from the first week of October, and were also after 12 weeks of being on the shelves. Game Fuel returned in October 2012 to promote Halo 4, in the original citrus-cherry flavor. In August 2013, Mountain Dew announced that Game Fuel would return to stores in the fall of 2013 with a new version of blueberries called Electrifying Berry. In October 2013, original Game Fuel cherry cans appeared on store shelves with packaging promoting Xbox One and Dead Rising 3 and Forza Motorsport 5 games and cans with dead rising 3 graphics. The new electrifying berry flavor of Game Fuel simultaneously appeared with the promotional packaging Kinect Sports Rivals and the game Ryse: Son of Rome, graphics from which appear on the guns as well. In May 2014, the original citrus-cherry Game Fuel began to reappear on the shelves, but this time, soda does not seem to promote a video game. In October 2014, Game Fuel returned with a new flavor of lemonade for the promotion of Call of Duty: Advanced Warfare. Unlike previous versions of Game Fuel with two variants, the two drinks sport the same artwork (unlike Horde Red and Alliance Blue in 2009 or the citrus and tropical cherry of 2011), although different colors match their respective flavors. After the end of the promotion, Citrus Cherry returned to an unpromed packaging while the lemonade flavor was permanently removed from the shelves. In October 2015, Game Fuel released a new companion flavor, Berry Lime, for the promotion of Call of Duty: Black Ops III. After the promotion, Citrus Cherry returned to a package without promotion, while the berry lime flavor remained available as a slurpee. The images leaked in May 2016 have led to speculation that Game Fuel will see a new version later in 2016, with a new mango-flavoured variant alongside the original citrus-cherry, the promotion of the game Titanfall 2. Mountain Dew announced the return of Game Fuel and the new flavor, Mango Heat, in September. Then, in October, Game Fuel was released with the Titanfall 2 promotion, with a lower calorie version of the original citrus-cherry variant back alongside the new Mango Heat. In 2017, Game Fuel returns with two previously discontinued flavors: Arctic Burst (originally released as a slurpee flavor in 2006 to promote Superman Returns) and Tropical Smash (originally Flavor #736, one of four prototype flavors of DEWmocracy II which lost to Mountain Dew White Out and did not make the final round). As was the case with the 2013 promotion, the two flavors promoted two different Xbox games (Arctic Burst promoted Middle-earth: Shadow War while Tropical Smash promoted Forza 7). For the first time, Citrus Cherry was not entirely part of the promotion, instead without promotion Citrus Cherry was sold with the same white caps with codes under them as the other flavors in the promotion. In January 2019, PepsiCo launched a new range of gaming fuel called Game Fuel Fuel The box has a re-sealed lid. Game Fuel Amp has 90 mg of caffeine and also includes theanine and vitamins A and B.[60] Green Label A limited edition bottle with Green Label Art Green Label is an online magazine, a partnership between Mountain Dew and Complex Media producing sponsored content covering action sports, music, art and style, housed in Green-Label.com. [61] The site replaces several websites and a YouTube channel that have been overseen by PepsiCo since 2007. The initiative was launched in 2013 and will continue throughout the year. The Art Mountain Dew green label promotion began in 2007, when a line of limited edition aluminum bottles went into production, featuring artwork from a range of tattoo artists and other artists. [63] This initial series marked the first use of the term Green Label Art to describe the use of artwork on Mountain Dew packaging. In June 2010, a green label Art: Shop Series competition was announced,[65] which was attended by 35 independent skateboard store owners who partnered with local artists to design and submit future art models. [65] About one million votes were submitted at the end of the contest in October of that year, and Street Science Skate Shop, a store in Tracy, California, was named the winner of a cash prize. This winning cane design was to appear on the Mountain Dew guns at some point in 2011. Green Label Sound In 2008, a Mountain Dew-sponsored music label was launched under the name Green Label Sound. In December 2010, a mountain dew code red television commercial was produced, incorporating hip-hop artist Jay Electronica performing his song The Announcement. The advertisement ended with the slogan Hip Hop is different on the mountain. The label released their debut album, When Fish Ride Bicycles by hip-hop group The Cool Kids, on June 12, 2011. Dew Tour/Green Label experience 2007 Dew Tour BMX in Salt Lake City, UtahSponsorship of action sports athletes has been part of Mountain Dew marketing since the late 1990s, with current sponsorship including Eli Reed (skateboarder), Paul Rodriguez (skateboarder), and Danny Davis (snowboarder). Mountain Dew also sponsored its

own festival of the same name, The Dew Tour, which was an action sports tour of events held in five U.S. cities over several months. The first Dew Tour took place in the summer of 2005 with skateboarding, BMX and Freestyle Motocross events. In 2008, it expanded to include a Winter Dew Tour, including snowboarding and snow skiing competitions. This is the most watched action sports event the world's busiest, according to Transworld Snowboarding magazine. [72] [73] In coordination with its Dew Tour sponsorship, a sponsored television show entitled Mountain Dew's Green Label Experience was created on Fuel TV TV July 2010, with the main purpose of broadcasting interviews with action sports athletes from each of the Dew Tour stops. [74] Green Label Gaming Under the term Green Label Gaming - coined in 2007 - Mountain Dew has expanded its sponsorship of independent video game designers and players. The brand is often the subject of media attention [citation needed] for its popularity among video game fans, as several flavors of Mountain Dew have been produced in partnership with video games. In December 2008, Mountain Dew produced a 30-minute special that documented independent players in Japan and the United States, which aired on Spike TV. In 2009, Mountain Dew sponsored two major gaming events: the Independent Games Festival and the Game Developers Conference. [76] [77] Green Label Gaming has since been the subject of controversy over a reality show sponsored on the subject of Game Jam by Matti Leshem. [how?] Doritos Quest In 2008, Doritos debuted a mystery flavor known as Quest, featuring an online puzzle campaign and awards to identify the Quest flavor. The flavor was later identified as Mountain Dew. FanDEWmonium In October 2010, Mountain Dew launched the FanDEWmonium promotion, a competition in which new flavors would compete to become permanent similar to both DEWmocracy campaigns, but with eight diet flavors instead of three regulars. Five of the participating flavors were diet versions of DEWmocracy's previous flavors: Diet Super Nova, Diet Voltage, Diet Crave (originally Flavor #722), Diet Distortion, Diet Typhoon, and Diet White Out. Another flavor, Diet Ultra Violet, returned from its own limited version in 2009. The remaining competitor was a brand new diet flavor created specifically for promotion - Flare (berry-citrus-flavored). Each of the eight flavours was available for tasting at specific venues, and special boxes were also mailed to some Dew Labs members. Also similar to the DEWmocracy campaign, those who tested the diet flavors were asked to go online and vote for what flavors they thought should be sold permanently in stores. After the first round of voting, two flavor finalists were chosen to receive a limited version on store shelves for a final round of voting. Diet Voltage and Diet Super Nova were sold in stores for a period of eight weeks from March 2011. After the vote, it was announced that Diet Super Nova had won, with 55% of all votes, and it returned in January 2012. Subsequently, it was removed from the shelves of after a 12-week release due to poor sales. Back by Popular DEWmand On January 7, 2011, Mountain Dew posted on their Facebook that Pitch Black would be back on the shelves in May 2011, also indicating that this could be the beginning of many reissues of old favorites. [81] The company has promoted the return of Pitch Black strongly with and competitions. About a month before the scheduled release date, a photo was posted on a pongr of a Mountain Dew worker, which showed Pitch Black and Supernova from 2008. Two weeks before the release, Dew Labs announced the return of the 2010 Typhoon in 2-liter bottles exclusively at Walmart Supercenters. The three flavours were re-released in stores on May 2. At the same time of the DEWmand promotion, Mountain Dew launched the Throwback Shack, a website where participants could enter to earn exclusive Dew merchandise, including a secret hideout of Mountain Dew Revolution, a losing competitor of 2008 DEWmocracy. The promotional ads were then removed from Mountain Dew's website. Mountain Dew later said via tweet that there would be no more flavors back by Popular DEWmand for now, as it was only meant to be a summer program. The Dark Knight Rises Partnership After much speculation about an Instagram photo leaking of a potential new flavor, it was officially announced that Mountain Dew was teaming up with Warner Bros Pictures and Legendary Pictures film The Dark Knight Rises and released a limited edition flavor on June 18, 2012. A website — DEWGothamCity.com — was launched, where fans were able to enter codes to access exclusive content and details of the film before its July 20 release date. Some Mountain Dew products temporarily introduced the packaging to promote the film, including thermochromic 16 oz guns that change color when cooled. The limited edition flavor, Dark Berry, was mixed with berry flavor, and was available for 8 weeks. The Dark Knight Rises promotion inspired a permanent 24 oz version of Mountain Dew. Dub the Dew In August 2012, Villa Enterprises organized a promotion known as Dub the Dew, where users were invited to submit and vote on name ideas for a Mountain Dew green apple flavor. The promotion was sadly hijacked by users, especially those from the 4chan picture board, who submitted and upvoted entries such as Hitler did nothing wrong, Diabeetus, Fapple, Bill Cosby Sweat, Jimmie Rustle Jumpin' Juice, and numerous variations of Gushing Granny. [83] Although the promotion was not directly related to Mountain Dew, a company representative offered to help clean up the site. Adweek compared the incident to another recent campaign hijacked under similar circumstances, where musician Pitbull was sent to perform in Kodiak, Alaska, at a Walmart promotion. [85] [86] Puppy Monkey Baby On February 7, 2016 for Super Bowl 50, Mountain Dew aired a spot featuring a CGI character The puppy monkey baby (also called PuppyMonkeyBaby). The promotion received extensive media coverage, both positive and negative. According to iSpot.tv, the place was ranked #1 of all Super Bowl commercials of the night, after generating 2.2 million views online and with interactions with social media after the broadcast. [88] The ad features a computer-generated mash-up of three things that the public generally finds to be cute or harmless; a Pug puppy (head), a monkey (body and tail), and a dancing baby (hips and legs). The puppy baby monkey dances with three men who presumably watch the Super Bowl, offering them Mountain Dew Kickstart, which is also described as being a combination of three things (Mountain Dew, Juice and Caffeine). The media response to advertising has been mixed to negative. [89] Melissa Cronin of Gawker described it as a horror-hallucination of brand awareness.[89] while noting that the drink itself contains brominated vegetable oil, a chemical banned in several countries. Jim Joseph, director of integrated marketing at Cohn and Wolfe, called it weird. [90] DEWcision 2016 On April 18, 2016, Mountain Dew announced the return of two popular favorites, Baja Blast and Pitch Black. Fans could vote on the flavour that remains permanently on store shelves via the Mountain Dew website. Voting ended on July 9 and, after many delays, Pitch Black was announced as the winner on July 18, 2016. Pitch Black continues to be produced and is part of the brand's range from September. [91] In popular culture The code Red computer worm was so named because the person who discovered the worm was drinking this version of Mountain Dew at the time. The tune Good Old Mountain Dew was recorded and covered by artists such as The Stanley Brothers, Grandpa Jones and Willie Nelson. In its original bluegrass context, Mountain Dew refers to the moonlight. After PepsiCo bought the Mountain Dew soft drink in 1964, they ordered a set of commercials featuring a jingle based on Good Old Mountain Dew and the drink's hillbilly mascot. The last song from Christian rapper KJ-52's 2003 album It's Pronounced Five Two, Gimme Dat, is a story about the singer attending MDA (Mountain Dew Anonymous) and how he is addicted to soft drinks. In the musical Be More Chill, Green Mountain Dew activates the SQUIP, a tiny supercomputer in a pill that tells the user what to do, in order to help them achieve their goals. Mountain Dew Red stops them. In the musical, it is said that this is the reason why Mountain Dew Red being abandoned. [94] See also Generic Citrus Sodas Surge (soft drink) References - Mason, Doug (September 16, 2007). Drinking in history. Knoxville News Sentinel. Archived of the original on October 10, 2014. Maddy, Larry (August 6, 1994). Reprinted article: Soft drink finally gets its dew from the small Virginia. Pilot Virginian. Norfolk, Virginia. Archived of the original on February 5, 2016. Recovered on December 23, 2014. a b Elledge, Glenna (July 27, 1994). Reprinted article: City of Marion recognizes 'Home of Mountain Dew'. Smyth County News. Smyth. Will. Archived of the original on February 5, 2016. Retrieved on December 23, 2014 - via the website of Michael Fred Fredericks. Collins, Glenn (December 16, 1996). Coca-Cola, in direct attack on Pepsi, to introduce Challenger to Mountain Dew. The New York Times. Archived of the original on July 20, 2011. Smith, Andrew (2006). 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Sweet soft drink 7 UpTypeLemon-lime drinkManufacturerKeurig Dr Pepper (U.S.) 7 Up International (bottled by PepsiCo outside the United States) Country of OriginUnited StatesInducedJune 19, 1929; 91 years ago (1929-06-1919) (bib-Label Lithiated Lemon-Lime Soda)23 June 1936; 84 years ago (1936-06-23) (as 7 Up)ColorColorlessPink (Cherry / Cherry Diet, United States only)VariantsdNL List (Cancelled) 7 Up Plus (Cancelled) 7 Up Ten Tropical 7 Up 7 Up nimbooz 7 Up 7 Up nimbooz masala soda (India) 7 Up Retro (outside the US) Diet 7 Up Cherry Diet 7 Up Orange 7 Up Raspberry 7 Up 7 Up Free 7 Up Free Ireland, Germany) 7 Up Light 7 Up Lime 7 Up Cherry (UK) 7 Up Mojito (France) 7 Up Gold (Cancelled) 7 Up Revive 7 Up Ice Cola (Cancelled) 7 Up Citrus Splash (Cancelled) 7 Up Lemon Squeeze (Cancelled) 7 Up Tropical (France) 7 Up Tropical Splash (Cancelled) 7 Up Pomegranate (Cancelled) 7 Up Frootaz (Cancelled) 7 Up Yerbabuena (Cancelled) Related productsSprite . Sierra MistWebsitewww.7up.com 7 Up logo used outside the United States. 7 Up (stylized as 7up outside the United States) is an American brand of lemon-lime flavored non-caffeinated soft drink. trademark rights are held by Keurig Dr Pepper in the U.S. and by 7 Up International in the rest remaining The world. The U.S. version of the 7 Up logo includes a red circle between the 7 and Up; This red circle was animated and used as a mascot for the brand as Cool Spot. Before that, the mascot was a fictional character named Fido Dido created by Joanna Ferrone and Sue Rose. It is still used for outside the U.S. for limited time only 7 up retro cups. History 7 Up was founded by Charles Leiper Grigg, who launched his St. Louis-based company The Howdy Corporation in 1920. Grigg developed the formula for a lemon-lime soft drink in 1929. The product, originally called Bib-Label Lithiated Lemon-Lime Soda, was launched two weeks before the 1929 Wall Street crash. It contained lithium citrate, a mood-stabilizing drug, until 1948. [3] [4] It was one of a number of popular patent medicine products in the late 19th and early 20th centuries. Its name was then shortened to 7 Up Lithiated Lemon Soda before being shortened again to only 7 Up in 1936. [citation needed] A myth exists that the name 7 Up comes from the drink with a pH of more than 7. This would make it neutral or fundamental on the scale; however, this is not the case, as pH 7 Up is close to 3.79, making it acidic on the pH scale and similar to other drinks of this type. [5] The actual origin of the name is unclear,[6] although Britvic claims that the name comes from the seven main ingredients in the drink,[7] while others claimed that the number was a coded reference to lithium contained in the original recipe, which has an atomic mass around 7. Britvic also claims that the name is the result of the fact that 7 Up was bottled in 7-ounce bottles (Coca-Cola and most other soft drinks were bottled in 6-ounce bottles). 7 Up was a private company owned by the original founding families until it was sold in 1978 to Philip Morris, which sold it in 1986 in two parts: the international division at PepsiCo[9] and the American company to a group led by the investment firm Hicks and Haas. In the United States, 7 Up merged with Dr Pepper in 1988; Cadbury Schweppes bought the combined company in 1995. Dr Pepper Snapple Group was spun out of Cadbury Schweppes in 2008; it merged with Keurig Green Mountain in 2018 to form Keurig Dr Pepper. Commonly consumed cold with ice, 7 Up is also very well known as a blender for highball alcohol lemon-lime soda cocktails, the most popular version being the Seven and Seven (Seagram 7 Crown and 7 Up). 7 Up is also used in non-alcoholic punches. Formula 7 Up has been reformulated several times since its launch in 1929. In 2006, the version of the sold in the United States has been reformulated so that it can be marketed as 100% natural. This was achieved by eliminating the calcium disodium EDTA, and replacing sodium citrate with potassium citrate to reduce the sodium content of the drink. [11] This reformulation contains no fruit juice, and in the United States, is sweetened with high fructose corn syrup (HFCS). The manufacturing process used in the production of HFCS has led some public health and advocacy groups to challenge the natural claims of the advertising campaign. In 2007, after the Center for Science in the Public Interest threatened to sue 7 Up, it was announced that 7 Up would cease to be marketed as 100% natural. Instead, it is now manufactured as having 100% natural flavors. The controversy does not extend to other countries, such as the United Kingdom, where HFCS is generally not used in food, including 7 Up. In 2011, 7 Up began testing the marketing of a formula called 7 Up Retro, using sugar rather than HFCS. Container labels bearing the caption, made with real sugar. Variations 7 ounces 7 Up to the bottle A jug of bottler flavor for 7 Up: The syrup-like concentrate lacks sugar and is sold to franchisees to fill. 7 Up Ten: Introduced in 2013, with Ten variations for most of the major Brands Dr Pepper / Seven-Up, this contains 10 calories. It is a mixture using high fructose corn syrup with aspartame and acesulfame potassium to soften it. Tropical 7 Up: This is a pineapple/mango flavored 7 Up, introduced in 2014 for a limited time, as well as a return in 2015 with a newer brand. 7 Up Retro: This 2011 formulation uses sugar rather than HFCS as a sweetener. Presented at the 2011 season finale of The Apprentice, the 12 oz cannon package features either the 1970s disco mirrorball logo or the 1980s logo. It is also available in 12 oz glass bottles with a label inspired by the original 7 Up logo. Diet 7 Up: This diet soda was introduced in 1963 as Like[5]16[6] (not to be confused with 7 Up's Like Cola of the 1980s). However, it was discontinued in 1969 due to the U.S. government's ban on the cyclamate sweetener. After the reformulation, it was reintroduced as Diet 7 Up in 1970. It was renamed Sugar Free 7 Up in 1973, then returned to Diet 7 Up in 1979. Diet 7 Up has been reformulated and advertised as being watered down with Splenda (sucralose); the formula has been retooled and lists these ingredients: filtered carbonated water, natural flavors, citric acid, potassium citrate, potassium benzoate, aspartame, acesulfame potassium, calcium disodium EDTA. The ingredients for diet 7 up with Splenda are: filtered carbonated water, natural flavors, citric acid, potassium citrate, potassium benzoate, calcium disodium EDTA, acesulfame potassium, sucralose. The 7 Up claims that they returned to aspartame because they conducted a national study showing that people preferred taste with aspartame rather than Splenda. Cherry 7 Up: A cherry-flavoured variant, it was introduced in 1987. [21] Cherry 7 Up flavor, with these ingredients listed for the American version: Carbonated water, high fructose corn syrup, citric, natural and artificial artificial acid potassium benzoate, red 40. A known ingredient among natural and artificial flavors is apple juice. The version sold in the United States is pink and is available in a clear bottle, while the international version is colorless and currently comes in a pink bottle. It was renamed cherry 7 Up antioxidant in January 2009. It contains 10% of the recommended daily dose of vitamin E per serving of 8 fl oz (4.2% per 100 ml). On November 8, 2012, Keurig Dr Pepper stated that they will remove 7 Up with antioxidants from the shelves to reformulate them by 2013. They also said that his decision was not related to the prosecution, but because of the uniformity overall. [23] Diet Cherry 7 Up: Diet Cherry 7 Up was recently reintroduced due to popular demand after being absent due to the existence of 7 Up Plus Cherry flavor. [25] The ingredients are: filtered carbonated water and contains 2% or less of each of the following: citric acid, natural and artificial flavors, potassium benzoate (protects flavor), aspartame, potassium citrate, acesulfame potassium, red 40. Phenylketonurics: Contains phenylalanine. Orange 7 Up: This flavor was available for a short time in Norway in the mid-1990s. It came out at the same time as Raspberry 7 Up. It was a light-coloured soft drink with lemon, lime and orange. It was withdrawn from the market after 2-3 years. [citation needed] Today,[when?] Orange 7 Up can still be purchased in Austria. [27] From 2014[update], it is available in the Netherlands. [28] Raspberry 7 Up: This flavor was available for a short time in Norway and Denmark (and possibly other European countries) during the late 1980s. It came out at the same time as Orange 7 Up. It was a clear soft drink with lemon, lime and raspberry. It was withdrawn from the European market after 2-3 years, but can still be found in several Southeast Asian countries such as Singapore. [citation needed] 7 Up Free: 7 Up Free is sold in Iceland.[29] United Kingdom, Ireland, Spain, Norway, Argentina, Finland, United Arab Emirates, Uruguay, Pakistan, Netherlands, Thailand, France and Germany. It does not contain caffeine, sugar, dyes or preservatives, and is marketed as the Natural Lemon and Lime Flavour similar to the American 100% natural version. It contains a combination of artificial sugars, and for eight years was the only variety on the Norwegian market. The lack of the usual light or zero label is confusing for Norwegian consumers, who often buy it not knowing that they are buying a product with artificial sugars. [quote In the UK, 7 Up Free is sold in a 600ml bottle, up from 500ml since the beginning of 2010. This is part of the push of 7 Up British manufacturer Britvic healthy living by which versions of sugar-free products are sold in a larger bottle. 7 Up Light: In international markets, PepsiCo sells 7 Up Light as power food version 7 Up. 7 Up Lime: 7 Up Lime is sold in the United States and Argentina. In the United States, it is not as strong and less carbonized. In Argentina, it is much more carbonated and has 5% lime juice. 7 Up Cherry: 7 Up Cherry is a variant currently available in the UK and France. This is a different drink from Cherry 7 Up and uses a different recipe. 7 UP Revive: 7UP Revive is a variant of the 7 Up brand that is available in India (launched in 2015) and Laos and is marketed as hydrotonic. Salted Lemon 7 Up: Salted Lemon 7 Up is a drink from Hong Kong, which is made of salted lemon and 7 Up. [31] It is a common drink that can be found in dai pai dong and cha chaan teng. It is also named one of Hong Kong's summer drinks by Cathay Pacific Discovery. [32] 7 Up Mojito Flavour: This flavor was launched in France in 2014 and has also been available in the UK and Ireland since early 2016. The version sold in the UK is based on 7 Up Free and contains no sugar, colour or caffeine. [33] Barbecue Sauces and Marinades In 2007, Cadbury Schweppes entered into a licensing partnership with Vita Food Products to produce a range of barbecue sauces and flavoured marinades with Dr Pepper, 7 Up, and A-W Root Beer. Discontinued 7 Up Gold: 7 Up Gold was marketed for a short time in 1988 as a spice-flavoured drink, similar to Vernor Ginger Ale. Although 7 Up's marketing slogan at the time was Never Had It, Never Will, 7 Up Gold included caffeine as an ingredient. It was introduced by 7 Up in the hope of seizing 1% of the cola market, while at the time was \$26.6 billion. However, it only captured 0.1% of the market because people were confused by 7 Until the marketing of a dark-colored soft drink with caffeine, so it was cancelled. The 7 Up Gold recipe was actually an unused invention of Dr Pepper. [35] 7 Up Ice Cola: Introduced in 1995 by Pepsi for the international market, it was a clear cola, essentially a reconditioning of Crystal Pepsi. It was not as popular as hoped and was cancelled. [36] dNL 7 Upside Down: dNL was the name of a soft drink produced by Cadbury Schweppes Americas Beverages in the United States. It was part of the 7 Up family of soft drinks, and was introduced in September 2002. It was launched in the same year as other attempts to expand soft drink brands with new varieties, including Pepsi Blue, Dr Pepper Red Fusion, and Vanilla Coke. It was probably poorly marketed, and while it remained listed as an official product of the company at the end of 2005, it was planned to be cancelled for 2006 in favor of the 7 Up Plus brand. The name product comes from the fact that the dNL logo is the 7 Up logo overturned. The product itself was also, in many ways, the opposite of 7 Up: while 7 Up is caffeine-free, colorless, and comes in a green bottle, dNL contained caffeine and was an unusual shade of green (vaguely similar to 7 Up bottle) in a clear bottle. And while 7 Up has a fairly standard lemon-lime flavor, the citrus flavor of dNL is that of lime, (mainly lime flavored with a hint of lemon). [38] 7 Up Citrus Splash: Available in Canada at PepsiCo, citrus and lemon-lime. [39] 7 Up Lemon Squeeze: Available in Canada at PepsiCo, similar to Sierra Mist Lemon Squeeze[40] 7 Up Tropical: Available in France from PepsiCo 7 Up Tropical Splash: Available in Canada from PepsiCo in the early 2000s.[41] 7 Up Plus: 7 Up Plus was a family of fruit-flavored soft drinks, produced by Cadbury-Schweppes. Presented as a healthy alternative, it contained no caffeine and contains 2 grams of carbohydrates per serving, as well as 5% apple juice, which is rare among soft drinks in the U.S. market. It is sweet with Splenda, and the original flavor, Mixed Berry, was released in the summer of 2004. Two additional flavours have been added to the line: cherry and island fruit. In Ireland in 2007, 7 Up launched a range of flavoured water, 7 Up Granada: Available in the U.S. once a year during the holidays. 7 Up Frootaz: Tropical flavor variant available in the Philippines marketed by PepsiCo for a short time in the 2000s, then cancelled. 7 Up Yerbabuena: Available for a limited time only in Colombia in 2013 7 Up H2OHi: Lightly carbonated water sold outside the United States, and available only in: Latin America, Malaysia, United Kingdom and Ireland in the late 2000s, and cancelled in early 2010. [43] In Brazil, it is sold under the brand name H2OHi in some flavors, such as citrus fruits, lime and apple, orange. Advertising campaigns 7 Up sponsored the Jordanian Formula One team in their first year, advertising season 1991 on the Water Castle in Goor, The Netherlands, in 1967 Metal pedestrian crossing markers saying Drink 7Up Safety First were installed in many American cities in the 1930s.[44] Freddie Fresh-Up was the mascot for 7 Up in the 1950s. He gave viewers lessons on how to plan successful parties and picnics with a lot of 7s at hand. The commercials were produced by Disney, giving the character the specific Disney look of the time. Freddie was described as a hybrid of the rooster Panchito Pistols of the Three Caballeros and the wacky bird of Aracuan from the same film. He was often dressed in human clothing, Freddie also appeared in the commercial intermissions of the 1957 television series Zorro. In these commercials, Freddie fought with Pete the Cat. Freddie, who was presented in a small amount of merchandising, was voiced by Paul Frees. In the 1970s and 1980s, Geoffrey appeared in television commercials as one of 7 Up's Uncola advertising campaign, designed to highlight the differences between 7 Up and other soft drinks on the market with the aroma of cola. In the ads, Geoffrey holds a pair of cola nuts in one hand and a lemon and lime (used to flavor 7 Up) in the other and describes them as Uncola nuts. In 1987, 7 Up introduced Spot, the red-orange dot of the 7 Up logo anthropomorphized as a mascot. The character has been heavily used in advertising and licensed articles across the United States,[48] including the 1993 cool spot platform video game. The tv cartoon character Fido Dido was used as a mascot from the late 1980s to the early 1990s, and was reintroduced to international markets in the early 2000s. [50] From 2002 to 2009, The 7 Up Christmas on Ice was an annual ice rink that takes place even in several cities in Ireland. More than 90,000 people attended the event in Smithfield, Dublin. Cause Marketing Support In 1974, 7 up became the Jerry Lewis MDA Labor Day Telethon's first corporate sponsor, at a time when sponsorship was generally limited to unions and civic organizations. [51] [52] See also Lima Fido Dido Fizz-ki Cool Spot Vess References - 7 Up - The Making of a Legend. Cadbury Schweppes. Archived of the original on April 30, 2008. Recovered on February 6, 2016. 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