

Unique Flavor And Legacy Delight Soda Fans

(NAPSA)—What if you were told you could have a doctor with great taste, 125 years of experience and a future that looks even brighter than the past? Consumers want great quality, delicious taste and the perfect flavor—three traits that bubble over with one special doctor, Dr Pepper. This year, the brand celebrates 125 years of success and continues to delight fans with its secret recipe of 23 unique flavors.

The history of America's oldest major soft drink is as colorful as its origin. From its small-town beginnings, Dr Pepper grew into a nationally recognized brand thanks to clever marketing and pop culture relevance that has kept the beverage on the tip of Americans' tongues.

In 1885, Brooklyn-born pharmacist Charles Alderton formulated Dr Pepper while experimenting with several flavors at a soda machine in Morrison's Old Corner Drug Store in Waco, Texas. He first offered it to store owner Wade Morrison, who added it as a fixture on the store's fountain after enjoying the unique taste.

Popular legend has it that Morrison named Dr Pepper after Dr. Charles T. Pepper of Rural Retreat, Va., in order to receive permission to marry his daughter. Some experts disagree. "It's more likely that Morrison named the drink after a different Dr. Pepper who lived in Christiansburg, Va., and worked as a pharmacy clerk," said Jack McKinney, executive director of the Dr Pepper Museum and Free Enterprise Institute in Waco. "The second Dr. Pepper also had a 16-year-old daughter who Morrison may have courted."

Dr Pepper's availability and popularity continue to grow. Dr Pepper grew U.S. volume an average 4 percent per year over the last 20 years. "We attribute this growth to Dr Pepper's unique taste, brand



This 1920s ad encouraged consumers to avoid energy lulls throughout the day by drinking Dr Pepper.

loyalty, continued distribution gains and product innovation," said Tony Jacobs, vice president of marketing for Dr Pepper. "The relationship brands have with their fans is vital to the success of any product. At Dr Pepper, we've put our fans first for 125 years and will continue to do so for many years to come."

In the 1920s and 1930s, the soft drink adopted the slogan "Drink a Bite to Eat at 10, 2 and 4," which referred to times of the day when energy levels might be on the verge of dropping, according to a Columbia University study that found energy declines at 10:30 a.m., 2:30 p.m. and 4:30 p.m. In 1977, Dr Pepper launched the celebrated "Be a Pepper" campaign with David Naughton. In a recent survey, 57 percent of Americans remember the "I'm a Pepper" campaign, and half describe the campaign as being truly classic and iconic. The brand's enduring promotional theme, "Just What the Dr Ordered," was used from 1987 until 1998.

More recently, Dr Pepper launched the "Trust Me, I'm a Doctor" campaign featuring a few of pop culture's favorite doctors—basketball legend Julius Erving (Dr. J), actor Kelsey Grammer (television character Dr. Frasier Crane), KISS frontman Gene Simmons ("Dr. Love") and hip-hop producer Dr. Dre to educate Americans on the right way to drink all

23 flavors of Dr Pepper—slowly.

For the past 20 years, Dr Pepper has reached a target-right audience by featuring its products in such films as "Forrest Gump," "Spider Man" and "Indiana Jones." The brand continues to engage young people through major giveaways and promotions. During the college football season, Dr Pepper gave away more than \$1 million in scholarships and sponsored the "Coaches' Trophy," presented to the winner of the 2010 Citi BCS National Championship Game.

On the symbolic date of Jan. 25 (1-25), iconic rockers KISS and David Naughton rang the closing bell at the New York Stock Exchange before Naughton led a sing-along of the "I'm a Pepper" jingle on the trading floor. At Super Bowl XLIV on Feb. 7, Dr Pepper advertised Dr Pepper Cherry with a new spot featuring "Doctor Love" Gene Simmons joined by Paul Stanley and their KISS band mates. Dr Pepper will continue to celebrate throughout the year through downloadable content on DrPepper.com and fan engagement through Facebook and Twitter.

Icing on the Cake

To celebrate the 125th birthday of Dr Pepper, frost your next birthday cake with Dr Pepper icing!

Dr Pepper Icing

Ingredients:

- ¼ cup Dr Pepper
- ¼ cup butter
- 3 tablespoons cocoa
- 1 (16 oz.) box confectioner's sugar
- 1 teaspoon vanilla
- 1 cup chopped nuts

Directions:

- Heat Dr Pepper, butter and cocoa and blend well
- Stir in other ingredients
- Mix thoroughly and ice cake