



## Brand Facts

### OVERVIEW

With a brand heritage spanning more than 200 years, Dr Pepper Snapple Group's portfolio includes more than 50 brands and hundreds of flavors of carbonated soft drinks, juices, teas, mixers, waters and other premium beverages.

DPS is the market leader in the flavored carbonated soft drinks (CSD) category, a key player in the fast-growing ready-to-drink tea and juice drink markets and boasts the leading portfolio of shelf-stable mixers in the industry.

We have 7 of the top 10 non-cola soft drinks, and 9 of our 10 leading brands are No. 1 or No. 2 in their flavor categories.

### KEY BRANDS:



- Oldest major soft drink in the United States, introduced in 1885 in Waco, Texas
- Distinguished by its unique blend of 23 flavors and loyal consumer following
- #1 in its flavor category and #2 overall flavored CSD in the U.S.
- Flavors include regular, diet, cherry and Dr Pepper TEN



- #1 ginger ale in the U.S. and Canada. Includes regular and diet ginger ale and new ginger ale & lemonade
- Brand also includes club soda, tonic, sparkling water and other mixers
- Created in Toronto, Canada in 1904 and introduced in the U.S. in 1919



- #2 lemon-lime CSD in the U.S.
- Flavors include regular, diet and cherry
- The original "Un-Cola," created in 1929



- #1 root beer in the U.S.
- Flavors include regular and diet root beer and cream soda
- A classic all-American soda first sold at a veteran's parade in 1919

## KEY BRANDS (CONT'D)



- #1 carbonated mineral water brand in Mexico
- Brand includes unflavored mineral water, Limeade, Orangeade, Grapefruitade, Strawberryade, Twist and Flavors
- Mexico's oldest mineral water, created in 1948



- #1 grapefruit CSD in the U.S. and a leading grapefruit CSD in Mexico
- Founded in 1938



- #2 ginger ale in the U.S. and Canada
- Brand includes club soda, tonic, sparkling water and other mixers
- First carbonated beverage in the world, invented in 1783



- A leading ready-to-drink tea in the U.S.
- Snapple prides itself on developing, producing and marketing a wide variety of premium beverages, including ready-to-drink iced teas, juice drinks, 100% juices and water
- Founded in Brooklyn, New York, in 1972



- #4 enhanced water brand in the U.S. and one of the fastest-growing beverage brands in the U.S.
- Bai, Bai Cocofusion and Bai Bubbles lines offer fresh fruit flavor and antioxidants.
- Bai Supertea is an antioxidant-infused real brewed tea.
- Created in 2008



- #1 branded multi-serve apple juice and apple sauce brand in the U.S.
- Juice products include apple and other fruit juices and Mott's for Tots
- Apple sauce products include regular, unsweetened and flavored
- Brand began as a line of apple cider and vinegar offerings in 1842

**KEY BRANDS (CONT'D)**



- A leading spicy tomato juice brand in the U.S., Canada and Mexico that ranks as the #1 shelf stable vegetable juice brand in the U.S.
- Key ingredient in the popular Mexican drink, the Michelada, and Canada’s national drink cocktail, the Bloody Caesar
- Brand includes a variety of flavors, Original, Picante, Lime, Camarón, Vuelve a la Vida, Cubano and Preparado (the Works)
- Created in 1969



- #1 fruit punch brand in the U.S.
- Brand includes a variety of fruit flavored and reduced-calorie juice drinks
- Developed originally as an ice cream topping known as “Leo’s Hawaiian Punch” in 1934



- #1 orange CSD in the U.S.
- Flavors include orange, diet and other fruit flavors
- Licensed to DPS as a soft drink by the Sunkist Growers Association since 1986



- #2 orange CSD in the U.S.
- Flavors include orange, diet orange, cherry, strawberry, grape, peach, and pineapple. First introduced in Los Angeles in 1916.



- #1 portfolio of mixer brands in the U.S.
- Top mixer brand (Mr & Mrs T) in the U.S.
- Margaritaville and Rose’s lead their respective flavor categories

**OTHER NOTABLE BRANDS:**

**Carbonated Soft Drinks**

RC Cola  
 Diet Rite  
 IBC Root Beer  
 Stewart’s  
 Hires  
 Vernors

Sun Drop  
 Orangina  
 Aguafiel  
 Cactus Cooler  
 Nehi  
 Tahitian Treat  
 C PLUS

**KEY BRANDS (CONT'D)**

**Non-Carbonated Beverages**

Yoo-hoo  
Nantucket Nectars  
Deja Blue Water  
Mistic

**Mixers**

Mr & Mrs T  
Margaritaville Margarita Mix  
Rose's  
ReaLemon  
ReaLime

**Third-Party Brands Distributed  
by DPS**

All Sport  
Big Red  
BODYARMOR  
CORE Hydration  
FIJI Water  
Fruit2O  
High Brew  
Neuro  
Vita Coco