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Snapple turns under-the-cap facts into game.(In the Aisles Center Store News)

Article from: Grocery Headquarters | May 1, 2004 | Squazzo, Jessica | [Copyright](#)

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Did you know the starfish is the only animal that can turn its stomach inside out? Drinkers of Snapple's bottled juices and teas may have found out that "real fact" by turning over the company's beverage caps. Now, what began as some under-the-cap fun for consumers will become an electronic game. The Snapple Beverage Group Inc., a division of Cadbury Schweppes plc, has teamed up with New York-based Pressman Toy Corporation to enter into a licensing agreement whereby Pressman will manufacture and distribute the Electronic Snapple Real Facts Game. The game, due out next spring, will feature 500 new Snapple Real Facts. "The Snapple Real Facts Game was a natural way to extend our brand. We know it will create even more fanfare for our beloved Snapple Real Facts," says Steven Jarmon, vice president partner, marketing and community ventures, for Snapple Beverage Group.

[ILLUSTRATION OMITTED]

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