

Snapple to Get Biggest Makeover in 37 Years, the Best Stuff on Earth Just Got Even Better

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New Snapple Formula Delivers Better Tasting Product with Fewer Calories

PLANO, Texas--(BUSINESS WIRE)--Snapple, the original new-age beverage, is undergoing the most significant makeover in its 37-year history. The Best Stuff on Earth just got even better with a new formula, reduced calories and packaging that promotes the blend of healthy green and tasty black tea leaves.

Over the years, consumers enjoyed the fun, quirky Snapple personality without realizing that premium teas are used to make every bottle of Snapple. The brand's new formula heightens the flavor derived from the tea leaves, uses sugar as the sweetener, and reduces the calories in some cases up to 20 percent.

"We want to ensure Snapple continues to be the Best Stuff on Earth," said Bryan Mazur, vice president of marketing for Snapple. "These changes to the formula and packaging come with one goal in mind: deliver the same great product, just make it even better."

The great taste of Snapple is not the only thing that is being refreshed. The outside of the bottle also reflects the goodness on the inside by continuing to focus on its all natural ingredients. Snapple will retain its clever and light-hearted brand personality, but with a more premium, mature execution. Gone will be the old logo and packaging, replaced with a sleeker bottle and label design that speaks to its new formula. The new graphics also highlight that Snapple is made from healthy green tea and tasty black tea leaves. The new packaging serves as a friendly reminder that Snapple has always been and always will be made from the Best Stuff on Earth.

Snapple's "Real Facts" will remain under the new silver caps and 256 new facts will be introduced. A sneak peek at these new facts include:

- Real Fact #686 - a pelican can hold more food in its beak than its belly
- Real Fact #787 - like fingerprints, everyone's tongue print is different
- Real Fact #804 - there are 293 ways to make change for a dollar

"We're still Snapple. We take our product seriously, not ourselves," added Mazur.

Snapple premium teas are available in 16-ounce glass bottles, 6-packs and 12-packs at convenience stores, grocery and major retailers nationwide. For more information, visit www.snapple.com or follow us at www.twitter.com/Snapple.

About Snapple

Snapple is the leader in great-tasting premium beverages. Founded in 1972 by three childhood friends, Snapple got its start in Greenwich Village, New York and is now available throughout the United States and 80 countries worldwide. Snapple prides itself on developing, producing and marketing a wide variety of premium beverages, including ready-to-drink iced teas, juice drinks, 100% vitamin-fortified juices and water. Known for its down-to-earth approach to marketing, Snapple continues to delight fans across the world.

About Dr Pepper Snapple Group

Dr Pepper Snapple Group, Inc. is an integrated refreshment beverage business marketing more than 50 beverage brands to consumers throughout North America. In addition to its flagship Dr Pepper and Snapple brands, the company's portfolio includes 7UP, Mott's, A&W, Sunkist Soda, Hawaiian Punch, Canada Dry, Schweppes, Squirt, RC Cola, Diet Rite, Penafiel, Rose's, Yoo-hoo, Clamato, Mr & Mrs T and other well-known consumer favorites. Based in Plano, Texas, Dr Pepper Snapple Group employs approximately 20,000 people and operates 24 bottling and manufacturing facilities and more than 200 distribution centers across the United States, Canada, Mexico and the Caribbean. For more information, please visit www.drpeppersnapple.com.

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