

Snapple Opens Up New Batch of “Real Facts”

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Hundreds of New “Real Facts” Released for the First Time in Years

PLANO, Texas--([BUSINESS WIRE](#))--Real Fact: Snapple releases hundreds of new Real Facts for the first time in years. As always, Snapple fans will find the new Real Facts under the cap of every Snapple bottle – but that’s not the only place; Snapple Real Facts will also live online with individual microsites that illustrate each fact in a fun, whimsical way.

“The Best Stuff on Earth got better, now Real Facts are Getting Realer,” said Bryan Mazur, vice president of marketing for Snapple. “The first Real Fact is that we’re committed to giving our Snapple fans what they want – like adding real sugar to the formula and reminding folks that Snapple has always been made from healthy green tea and tasty black tea leaves – and we’re excited that our fans will now get to experience hundreds of new Real Facts brought to life like never before.”

Committed to doing more for fans, Snapple will treat consumers to a whole new Real Facts experience. In addition to putting the new Real Fact caps into production, Snapple will unveil a new fact every day on Facebook (Facebook.com/Snapple) and Twitter (Twitter.com/Snapple). In the mean time, Snapple drinkers can enter their real facts in popular search engines and see what they can find.

Snapple originally released Real Facts in the late 1990’s. Quicker than you can snap your fingers, the Real Facts became a household conversation topic. From television programs aiming to deconstruct the facts to couples getting engaged via under-the-cap marriage proposals, Snapple Real Facts boosted the brand to the next level of consumer awareness and pop culture fodder.

Curious what type of experience, “A spider’s silk is stronger than steel,” will yield? Just grab yourself a Snapple and check out the new trailer at Youtube.com/user/BetterStuff2009 or log on to RealFacts.DrPepperSnappleGroup.com today.

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.

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