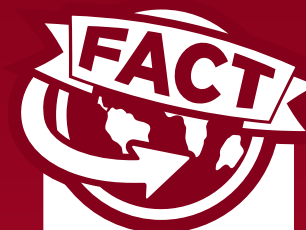




Dr Pepper is worth  
**£85.5m**

**ALMOST  
£25M MORE**

THAN ITS PRIVATE LABEL  
COMPETITORS.<sup>(1)</sup>



Dr Pepper's unique, sparkling blend of **23 fruit flavours** has been around for well **over a century**, and remains the same to this day.<sup>(4)</sup>

**DID YOU KNOW...**

It was created in 1885 and the distinctive, bold taste of Dr Pepper has been popular ever since!<sup>(2)</sup>

In 2014, we reduced the sugar & calorie content by



compared to its previous recipe.<sup>(3)</sup>



**SOCIAL MEDIA STATISTICS**

  
over  
**790k**  
Facebook likes

  
over  
**4.8k**  
Twitter followers

Dr Pepper holds over

**12.8%**  
value share

in Flavoured Soft Drinks Sector<sup>(1)</sup>

Social Media Stats correct as of 25/11/16

(1) Nielsen Scan Track MAT 22.10.16

(2) [www.cokecce.co.uk/products/dr-pepper](http://www.cokecce.co.uk/products/dr-pepper)

(3) [www.coca-cola.co.uk/stories/5-ways-were-helping-you-enjoy-less-sugar](http://www.coca-cola.co.uk/stories/5-ways-were-helping-you-enjoy-less-sugar)

(4) <https://www.cokecce.co.uk/products/dr-pepper>