



# Mountain Dew

- **Mountain Dew** is a carbonated soft drink. The original formula was invented in the 1940s by Tennessee beverage bottlers Barney and Ally Hartman. In its primary market of the United States, the ingredient composition of Mountain Dew is listed as: "carbonated water, High-fructose corn syrup (in much of the U.S.), concentrated orange juice, citric acid and flavors."



The first sketches of the original Mountain Dew bottle labels were devised in 1948 by John Brichetto, and the representation on product packaging has changed at multiple points in the history of the beverage. As you can see, nowadays it's very different and eye-catching.





# Advertising

## UNLOCK & LOAD DOUBLE XP

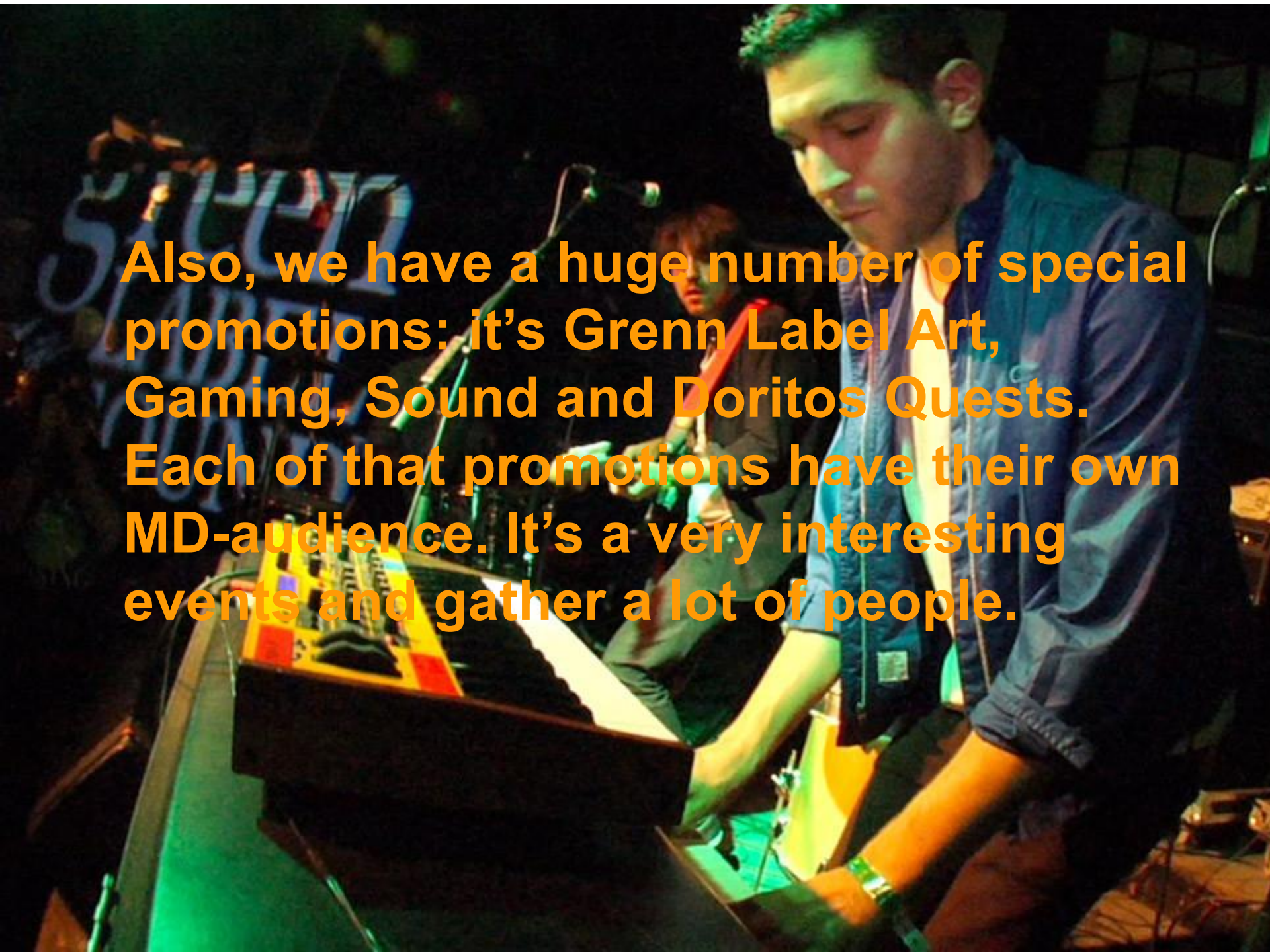
Redeem codes from  
specially-marked  
Mountain Dew  
& Doritos products  
for Double XP



### REDEEM CODE

Get even more Double XP when  
Dew & Doritos codes together.  
[MORE.](#)

Our drink appeal to young people. That's why we advertise our drink in modern culture: films, TV games and sports translations. Our product focuses on energetic and positive people.

A photograph of a musician performing on stage. The musician in the foreground is wearing a blue button-down shirt and is focused on playing a keyboard instrument. In the background, another musician is visible, playing a red electric guitar. The stage is lit with green and blue lights, and a microphone is positioned in front of the keyboard player. The text is overlaid in a bold, orange font.

**Also, we have a huge number of special promotions: it's Grenn Label Art, Gaming, Sound and Doritos Quests. Each of that promotions have their own MD-audience. It's a very interesting events and gather a lot of people.**

# MOUNTAIN DEW

**FELL  
THE DEW!**



Paul Allen Wright