



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.



HALO 4

Redeem Codes

How It Works



DOUBLE
XP



Prizes

Prizes

Advertising

UNLOCK
& LOAD
DOUBLE XP

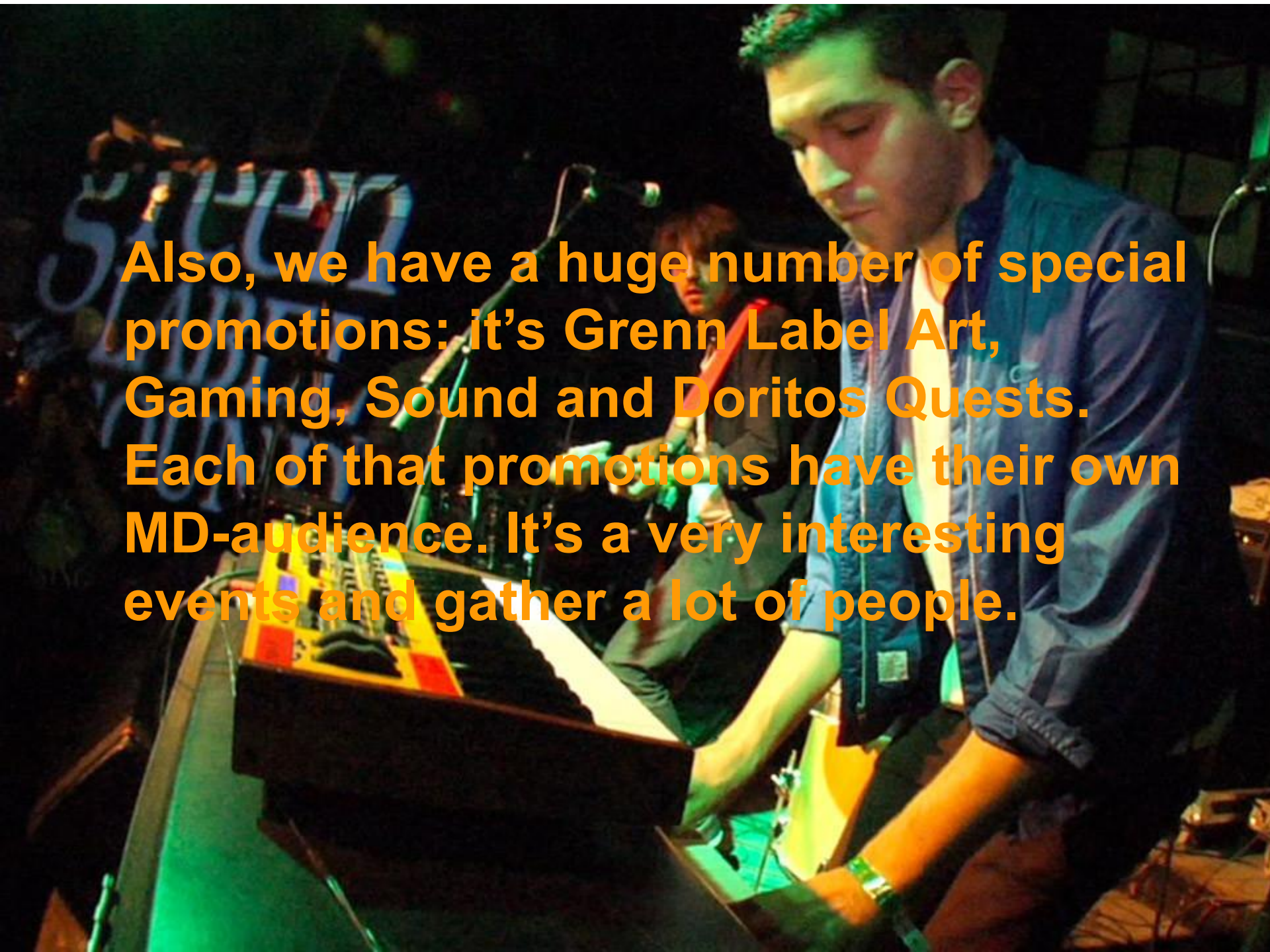
Redeem codes from
specially-marked
Mountain Dew
& Doritos products
for Double XP



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 man in a blue button-down shirt playing a keyboard on a stage. He is looking down at his hands. In the background, another person is partially visible, and a sign with the word 'SILVER' is hanging. The scene is lit with stage lights, including green and blue hues.

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