

Pepsi

From Wikipedia, the free encyclopedia

Pepsi (stylized in lowercase as **pepsi**, formerly stylized in uppercase as **PEPSI**) is a carbonated soft drink that is produced and manufactured by PepsiCo. Created and developed in 1893 and introduced as **Brad's Drink**, it was renamed as **Pepsi-Cola** on August 28, 1898, then to Pepsi in 1961, and in select areas of North America, "Pepsi-Cola Made with Real Sugar" as of 2014.^[1]

Contents

- 1 History
- 2 Pepsi-Cola trademark
- 3 Rise
- 4 Niche marketing
- 5 Marketing
 - 5.1 Rivalry with Coca-Cola
 - 5.2 Pepsiman
 - 5.3 Car contest in Novosibirsk
- 6 Ingredients
- 7 Slogans
 - 7.1 American slogans
 - 7.2 International slogans
 - 7.3 Global slogans
- 8 Variants
 - 8.1 Fictional drinks
- 9 See also
- 10 References
- 11 External links

History

The drink Pepsi was first introduced as "Brad's Drink"^[2] in New Bern, North Carolina, United States, in 1893 by Caleb Bradham, who made it at his drugstore where the drink was sold. It was renamed Pepsi Cola in 1898, named after the digestive enzyme pepsin and kola nuts used in the recipe. The original recipe also included sugar and vanilla.^[3] Bradham sought to create a fountain drink that was appealing and would aid in digestion and boost energy.^[2]

Pepsi



| | |
|-------------------|---|
| Type | Cola |
| Manufacturer | PepsiCo |
| Country of origin | United States |
| Introduced | 1893 (as Brad's Drink) 1898 (as PEPSI-Cola) 1961 (as PEPSI) 2008 (as pepsi) ^[1] |
| Color | Caramel E-150d |
| Related products | Coca-Cola Irn Bru RC Cola Afri-Cola Postobón Big Cola |
| Website | Official website (http://pepsi.com) |