



*The amazing flavor of PopCan comes from Shine Muscat Grapes, originating across the Pacific in the Hiroshima Prefecture of Japan!



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***Fresh
from
the
vine!***



PopCan[®]
beverages

PopCan[®] is a carbonated soft drink manufactured by PopCan Beverages in San Francisco, California. The drink draws the highly sought-after Japanese Shine Muscat grapes flavor across the Pacific to the shores of the U.S.



We are targeting the Western audience—who has not experienced this flavor much yet—starting from our hometown of San Francisco, spreading across the west coast to central hubs like Los Angeles, Seattle, and Portland and dispersing into the adjacent populations. From there, we hope to reach hubs across the country like Phoenix, Houston, Chicago, Philadelphia, and New York to name a few. In addition, we wish to go global in the future, reaching an audience beyond the U.S.

We hope to appear refreshing, fun, family-friendly, fresh, and stand out when placed next to our competitors (Coca-Cola, Pepsi, Sprite, 7 Up, Dr Pepper, Mountain Dew, Fanta, etc.). It is important for the new flavor to be approachable, so we aim to look new, but with a sense of familiarity. PopCan should feel like jumping in a pool on a hot summer day.