

Mountain Dew® Fans Get What They DEWmand
Tuesday, May 31, 2011 04:50:08 PM (GMT)

**Favorite Flavors from the Past
Including Mountain Dew Pitch Black
Return for the Summer**

PURCHASE, N.Y., May 31, 2011 /PRNewswire/ -- PepsiCo's (NYSE: PEP) Mountain Dew® (DEW) is celebrating its most loyal consumers this summer by bringing back some of their favorite DEW® flavors. On May 16, 2011, Mountain Dew responded to overwhelming requests from its fans and officially re-launched three classic DEW flavors nationwide – Mountain Dew Pitch Black®, Mountain Dew Supernova® and Mountain Dew Typhoon® – for a limited time only as part of the *Back by Popular DEWmand*™ campaign.

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Back by Popular DEWmand is a way for Mountain Dew to thank its most passionate and loyal fans by bringing back the flavors they "DEWmand" most for a limited time this summer. The program officially kicked-off with the re-launch of the three flavors: Mountain Dew Pitch Black and Mountain Dew Supernova will be sold nationwide while Mountain Dew Typhoon will be exclusively available in 2-liter containers at Walmart Supercenters. The program also asks fans to continue to demonstrate their passion for DEW by sharing photos and videos and participating in Facebook groups focused on their favorite DEW flavors.

"*Back by Popular DEWmand* was created to celebrate our incredible fans by rewarding them with the return of some of their favorite DEW flavors," said Brett O'Brien, senior director of marketing, Mountain Dew. "There is no fan like a Mountain Dew fan – DEW fans are always engaged and we truly value the feedback they provide about what they want to see next from Mountain Dew. Through this program we'd like to thank them and encourage their continued enthusiasm and support."

DEW All-Stars

Along with the flavors re-launched as part of *Back by Popular DEWmand*, Mountain Dew will be energizing its fan-base through a celebration of the entire DEW flavor line-up, which also includes Mountain Dew Voltage®, Mountain Dew White Out®, Mountain Dew Live Wire® and Mountain Dew Code Red®. To do this, the brand has hand-selected a group of seven super fans – known as "DEW All-Stars," each representing one of the DEW flavors. Over the next seven weeks the DEW All Stars will engage their fellow consumers to show their love of DEW by submitting flavor-themed content. The celebration will kick-off with seven flavor-centric parties, one for each DEW All-Star, to show appreciation for their contribution to DEW.

Starting May 30th, Mountain Dew will give DEW fans the chance to drive the program, as they vote for their favorite submissions, selecting five finalists for each flavor. The DEW All Stars will select weekly grand prize winners from among the five finalists. The focus of the program is celebrating all the brand's fans, so DEW will host a flavor-centric party for each weekly grand prize winner to share with their family and friends, and provide runners-up with custom-made kits that contain everything they'll need to host a celebratory party of their own.

Loot for Labels

The DEW summer celebration of flavors and fans continues with the Loot for Labels program, an old-school label mail-in promotion that rewards consumers who send in labels from their favorite DEW flavor with flavor-themed gear. Each time fans redeem labels for gear they will be entered to win the ultimate prize – a year's supply of Mountain Dew.

For more information on *Back by Popular DEWmand*™, or the DEW All-Stars and Loot for Labels programs, please visit Mountain Dew's official Facebook page: www.facebook.com/mountaindew.

About Mountain Dew

With its one-of-a-kind citrus taste, Mountain Dew exhilarates and quenches with every sip. In addition to original Mountain Dew, the permanent DEW product line includes Diet Mountain Dew, Mountain Dew Code Red, Mountain Dew Live Wire, Mountain Dew Voltage and Mountain Dew White Out.

For more information, check out www.mountaindew.com or www.facebook.com/mountaindew or on twitter @mtn_dew.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

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SOURCE PepsiCo

Countries: United States

Industries: Food & Beverages

Languages: English

Primary Identifiers: PEP-US

Related Identifiers: PEP-US

Subjects: New Products & Services