23 MAGICAL FLAVORS: THE MARKET SHARE OF DR. PEPPER

By

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A DISSERTATION PRESENTED TO THE GRADUATE SCHOOL
OF THE UNIVERSITY OF FLORIDA IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY

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2025

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Update the text in `preface/dedicationFile.tex` to change this.

It should begin with the word "To" and should not have a period at the end, e.g. "To Mom and Dad", or, "To all the residents of Fansville, USA"

ACKNOWLEDGEMENTS

Update the text in `preface/acknowledgmentsFile.tex` to change this.

Keep in mind this should be written in first person, eg; "This template owes thanks to all the LaTeX specialists who have helped contribute over the years. A big thanks to Ron Smith, James Booth, Jason Nowell, December Slater, and Meg Renard for their contributions and maintenance of this document."

TABLE OF CONTENTS

page

ACKNOWLEDGEMENTS 4

LIST OF TABLES 7

LIST OF FIGURES 8

LIST OF ABBREVIATIONS 9

ABSTRACT 10

CHAPTER

1 INTRODUCTION 11

1.1 UF Quarto Dissertation Template 11
1.1.1 Tips 11
1.1.2 Limitations 12

2 ARTICLE ONE 13

2.1 Literature Review 13
2.2 Framework 13
2.3 Methodology 13
2.4 Results 13
2.5 Discussion 13
2.6 Conclusion 13

3 ARTICLE TWO 14

3.1 Literature Review 14
3.2 Framework 14
3.3 Methodology 14
3.4 Results 14
3.5 Discussion 14
3.6 Conclusion 14

4 ARTICLE THREE 15

4.1 Literature Review 15
4.2 Framework 15
4.3 Methodology 15
4.4 Results 15
4.5 Discussion 15
4.6 Conclusion 15

5 CONCLUSION 16

5.1 Overall Findings 16
5.2 Implications 16

5.3 Future Research. 16
APPENDIX 17
A YOUR FIRST APPENDIX 17
B YOUR SECOND APPENDIX 18
REFERENCES 19
BIOGRAPHICAL SKETCH 20

LIST OF TABLES

Tables page

2-1 Dr Pepper Market Share 13

A-1 Dr. Pepper Market Share with YoY Change 17

LIST OF FIGURES

Figures page

3-1 Dr Pepper Market Share (as chunk output) 14

4-1 Dr Pepper Market Share (as image) 15

B-1 Dr. Pepper Market Share YoY Change 18

LIST OF ABBREVIATIONS

Update the text in `preface/abbreviationsFile.tex` to change this.

$\sum$	Denotes the summation of a series of terms
$\bigcap$	A really big bigcap
fractal	A geometric pattern that is repeated at ever smaller scales to produce irregular shapes and surfaces that cannot be represented by classical geometry. Fractals are used especially in computer modeling of irregular patterns and structures in nature.
polynomial	(in one variable) an expression consisting of the sum of two or more terms each of which is the product of a constant and a variable raised to an integral power: $ax^2 + bx + c$ is a polynomial, where a, b, and c are constants and x is a variable.

Abstract of Dissertation Presented to the Graduate School
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August 2025

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Cochair: Wade Morrison
Major: Food & Resource Economics

Update the text in `preface/abstractFile.tex` to change this.

This is what will appear in the place of an abstract, no formatting or other content is needed, just fill this file with your actual abstract, eg; “In this paper we give examples of the various files and configurations used in the graduate school LaTeX template for dissertations and thesis papers.”

CHAPTER 1
INTRODUCTION

1.1 UF Quarto Dissertation Template

This template is a reworking of UF's LaTeX dissertation template to work with Quarto (the successor to R markdown).

The process is pretty straight forward

1. Edit the header of `00-dissertation-setup.qmd` to your name, dergeem, title, etc.
2. Edit the contents of the various files in the `/preface/` folder (just type in plain text, no formatting required)
3. Edit the `01-` through `06- .qmd` files to your dissertation content as your would write any `.qmd` file
4. Render `00-dissertation-setup.qmd` to produce `dissertation.pdf` combining all files together in line with the UF template

1.1.1 Tips

- Insert tables as `kable()` using the example code chunks for formatting
  - Ensure all table code chunks are appropriately labeled `#| label: tbl-<something>` with `#| tbl-caption: <a caption>` for a caption and `#| tbl-pos: H` to try and force placement there
  - Ensure all table code chunks are preceeded by `\realSingleSpace` and followed by `\doublespacing` as they are in the example files
- Insert figures as chunk output or directly as images
  - Ensure all figure code chunks are appropriately labeled `#| label: fig-<something>` with `#| fig-caption: <a caption>` for a caption and `#| fig-pos: H` to try and force placement there
  - Ensure all figure images are appropriately labeled by adding `{#fig-<something> fig-caption:"<a caption>" fig-pos:H}` after the image markdown
- Don't try to add a header to any of the `01-` through `06- .qmd` files, it may cause errors, either render these individual documents without a header to see an `html` preview, or, render `00-dissertation-setup.qmd` to produce the full document `dissertation.pdf`
- If you want to use RStudio's automatic system to add references to your bibliography file, you will need to temporarily add `bibliography: latex/referenceFile.bib` to the header of the file you're working on, but, if it causes errors (usually if it's in more than 2 files) just delete the header when finished to render

1.1.2 Limitations

- Does not currently handle tables more than one page in length properly

Replace this with your introduction chaper

CHAPTER 2
ARTICLE ONE

This is an example of a table using data from (Beverage Digest & Statista, 2023).

Table 2-1. Dr Pepper Market Share

Year	Market Share
2008	6.2
2009	6.3
2010	6.5
2011	6.7
2012	6.8
2013	7.0
2014	7.1
2015	7.2
2016	7.4
2017	7.6
2018	7.7
2019	7.9
2020	8.0
2021	8.2
2022	8.2

2.1 Literature Review

2.2 Framework

2.3 Methodology

2.4 Results

2.5 Discussion

2.6 Conclusion

CHAPTER 3
ARTICLE TWO

This is an example of a plot from chunk output using data from (Beverage Digest & Statista, 2023).

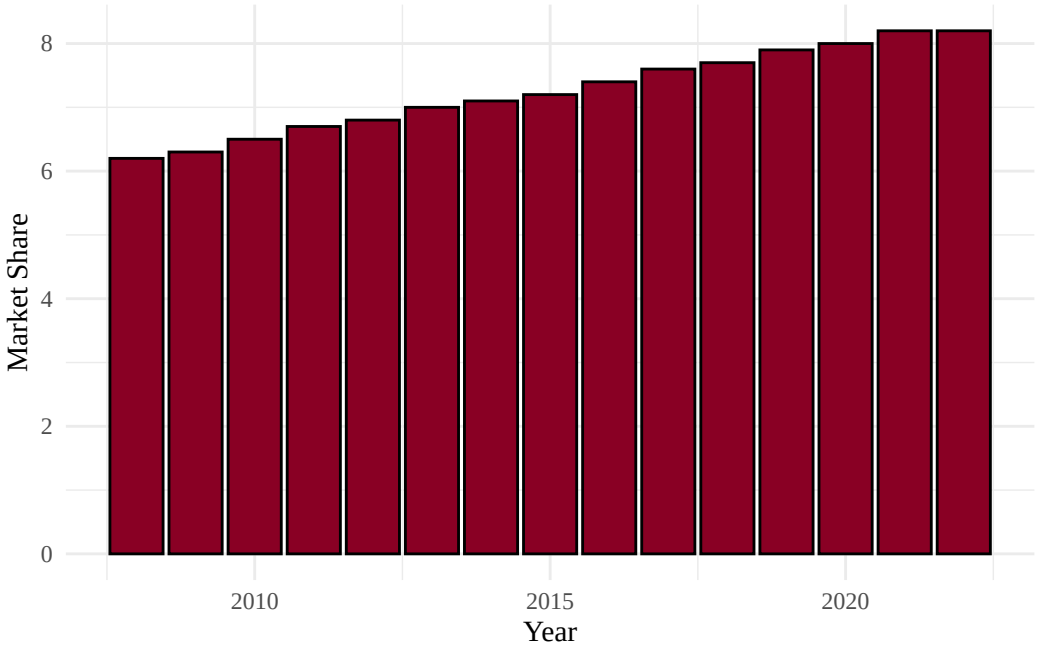

Figure 3-1. Dr Pepper Market Share (as chunk output)

3.1 Literature Review

3.2 Framework

3.3 Methodology

3.4 Results

3.5 Discussion

3.6 Conclusion

CHAPTER 4
ARTICLE THREE

This is an example of a plot from a saved image (plot saved from last example) using data from (Beverage Digest & Statista, 2023).

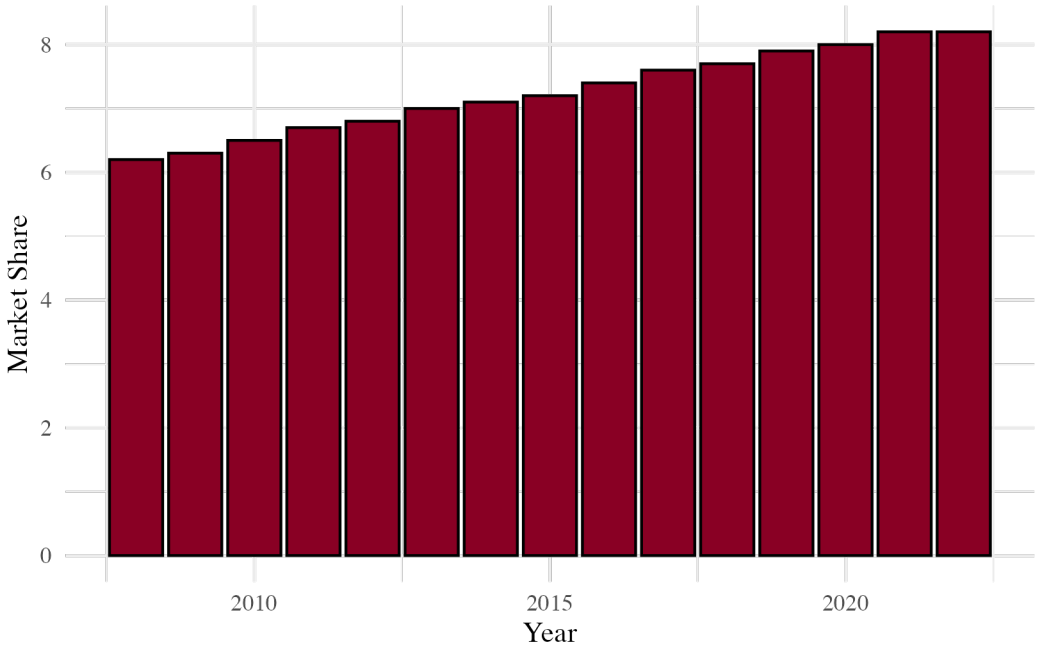

Figure 4-1. Dr Pepper Market Share (as image)

4.1 Literature Review

4.2 Framework

4.3 Methodology

4.4 Results

4.5 Discussion

4.6 Conclusion

CHAPTER 5
CONCLUSION

5.1 Overall Findings

$$y_i = \beta_0 + \beta_1 x_i \tag{5-1}$$

5.2 Implications

5.3 Future Research

APPENDIX A
YOUR FIRST APPENDIX

Table A-1. Dr. Pepper Market Share with YoY Change

Year	Market Share	Change From Previous Year
2008	6.2	NA
2009	6.3	0.1
2010	6.5	0.2
2011	6.7	0.2
2012	6.8	0.1
2013	7.0	0.2
2014	7.1	0.1
2015	7.2	0.1
2016	7.4	0.2
2017	7.6	0.2
2018	7.7	0.1
2019	7.9	0.2
2020	8.0	0.1
2021	8.2	0.2
2022	8.2	0.0

APPENDIX B
YOUR SECOND APPENDIX

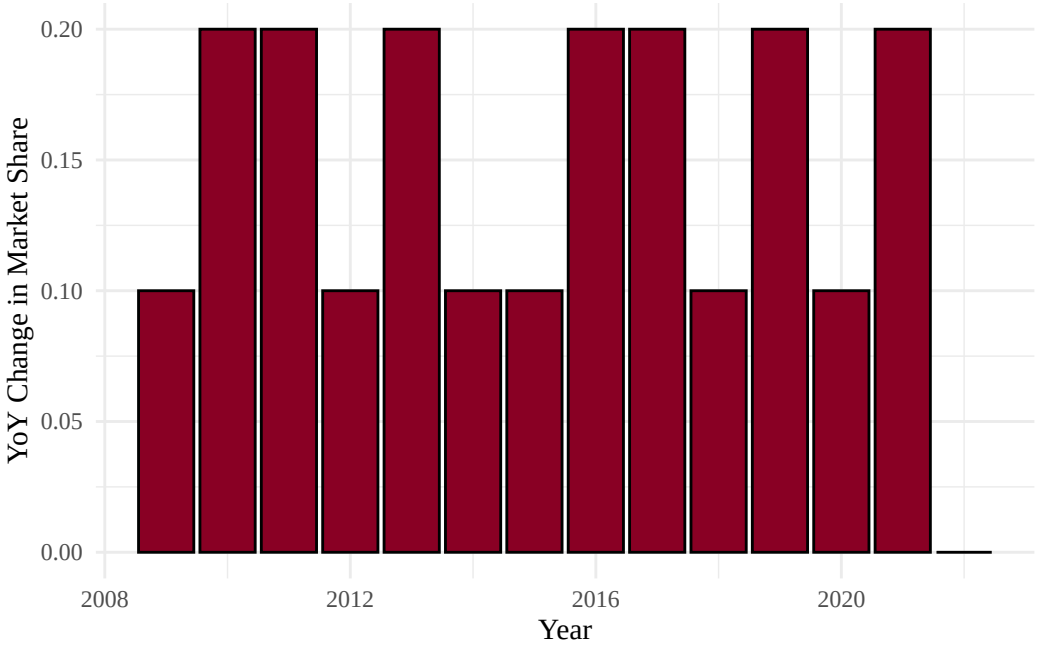

Figure B-1. Dr. Pepper Market Share YoY Change

REFERENCES

Beverage Digest, & Statista. (2023). *U.S. market share of the Dr Pepper brand 2022: Market share of the Dr Pepper brand in the United States from 2008 to 2022*. https://www.statista.com/statistics/225486/us-market-share-of-the-dr-pepper-brand-since-2004

BIOGRAPHICAL SKETCH

Update the text in `preface/biographyFile.tex` to change this.

Keep in mind this should be written in third person and should assume you have already completed your degree that you are writing this thesis or dissertation for.