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

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."

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LIST OF TABLES

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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
of the University of Florida in Partial Fulfillment of the
Requirements for the Degree of Doctor of Philosophy

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August 2025

Chair: Charles T. Pepper
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](https://...) 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 either `kable()` for simple tables or use `gtsummary` to create a more complex table and then `as_kable_extra()`

    – Ensure you add the specific formatting options given in the Appendix example code
    – 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 including a caption in the markdown `![<a caption>]()` and adding a label `{#fig-<something>}` after the image markdown e.g., `![<a caption>](path/to/image.png){#fig-<something>}`

- 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

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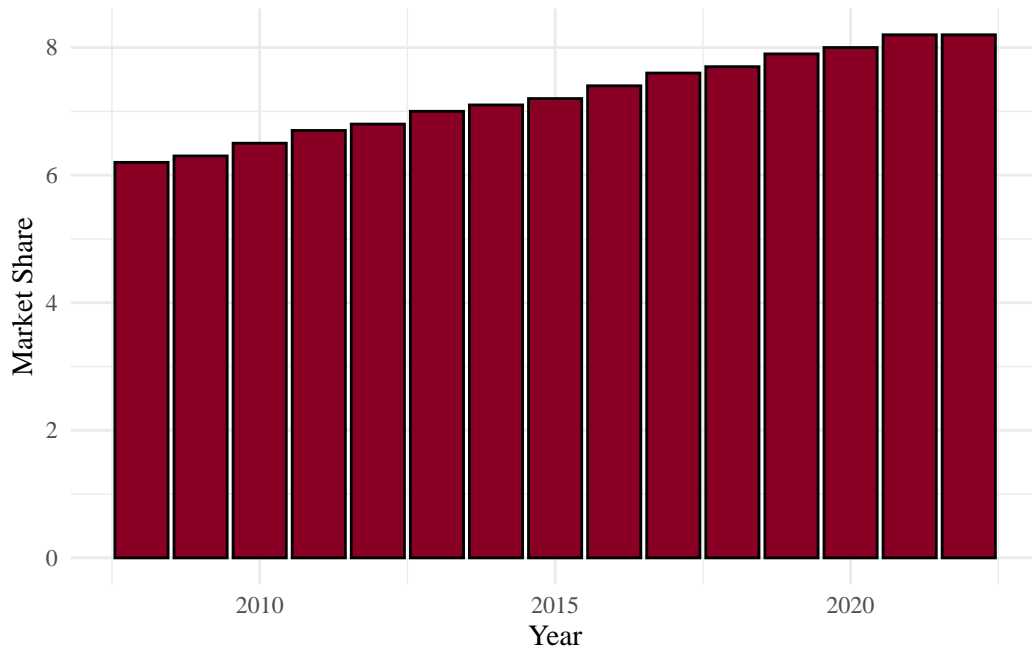
Figure 3-1. Dr Pepper Market Share (as chunk output)

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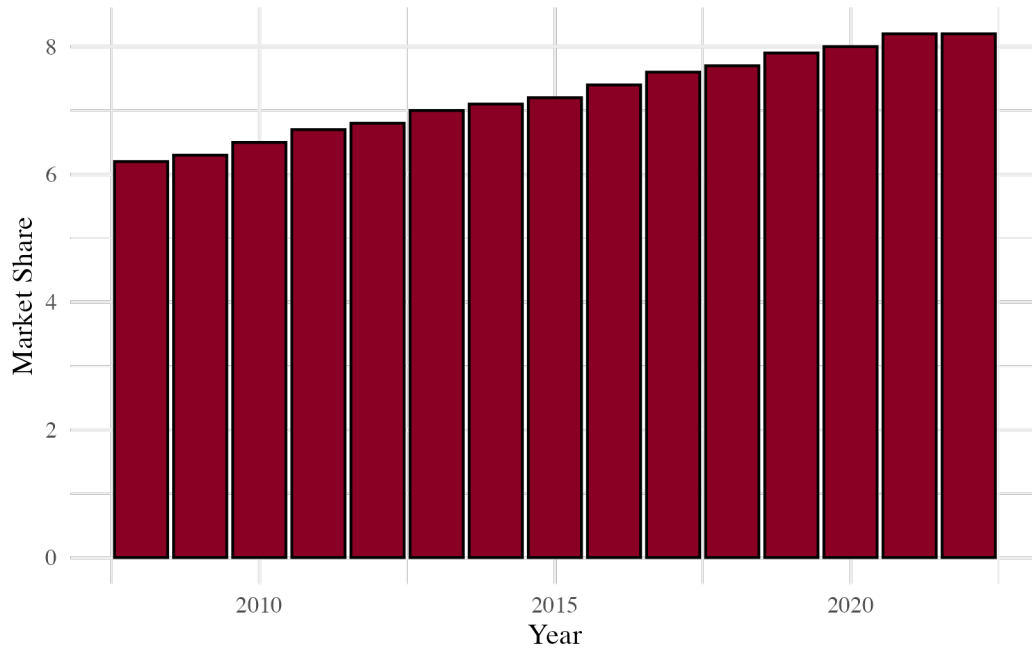
Figure 4-1. Dr Pepper Market Share (as image)

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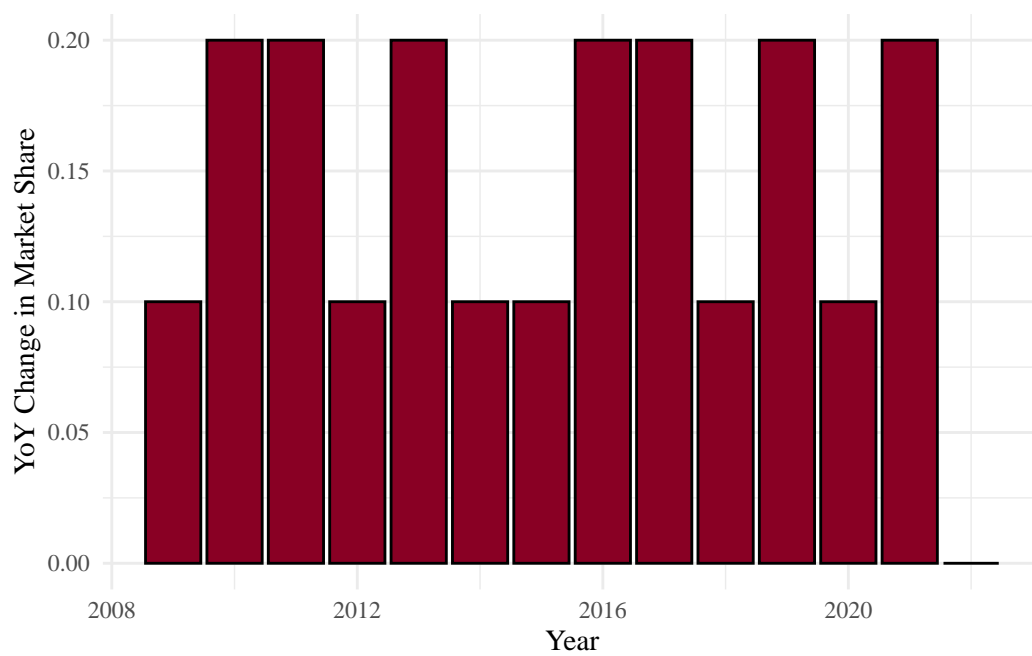
Figure B-1. Dr. Pepper Market Share YoY Change

APPENDIX C
A MULTIPAGE TABLE

Table C-1. A Really Long Table

x	y
1	1001
2	1002
3	1003
4	1004
5	1005
6	1006
7	1007
8	1008
9	1009
10	1010
11	1011
12	1012
13	1013
14	1014
15	1015
16	1016
17	1017
18	1018
19	1019
20	1020
21	1021
22	1022
23	1023
24	1024
25	1025
26	1026
27	1027
28	1028
29	1029
30	1030
31	1031
32	1032
33	1033
34	1034
35	1035
36	1036
37	1037
38	1038
39	1039

Table C-1. Continued.

x	y
40	1040
41	1041
42	1042
43	1043
44	1044
45	1045
46	1046
47	1047
48	1048
49	1049
50	1050
51	1051
52	1052
53	1053
54	1054
55	1055
56	1056
57	1057
58	1058
59	1059
60	1060
61	1061
62	1062
63	1063
64	1064
65	1065
66	1066
67	1067
68	1068
69	1069
70	1070
71	1071
72	1072
73	1073
74	1074
75	1075
76	1076
77	1077
78	1078
79	1079
80	1080
81	1081

Table C-1. Continued.

x	y
82	1082
83	1083
84	1084
85	1085
86	1086
87	1087
88	1088
89	1089
90	1090
91	1091
92	1092
93	1093
94	1094
95	1095
96	1096
97	1097
98	1098
99	1099
100	1100
101	1101
102	1102
103	1103
104	1104
105	1105
106	1106
107	1107
108	1108
109	1109
110	1110
111	1111
112	1112
113	1113
114	1114
115	1115
116	1116
117	1117
118	1118
119	1119
120	1120
121	1121
122	1122
123	1123

Table C-1. Continued.

x	y
124	1124
125	1125
126	1126
127	1127
128	1128
129	1129
130	1130
131	1131
132	1132
133	1133
134	1134
135	1135
136	1136
137	1137
138	1138
139	1139
140	1140

APPENDIX D
A MULTIPAGE GTSUMMARY TABLE

Using gtsummary you can set up a long descriptive table to format correctly

Table D-1. Descriptive Statistics for the mtcars example data grouped by vs variable

Variable	Overall N = 32	0 N = 18	1 N = 14
mpg			
Mean	20.1	16.6	24.6
SD	6.0	3.9	5.4
Min	10.4	10.4	17.8
Max	33.9	26.0	33.9
cyl			
4	11 (34%)	1 (5.6%)	10 (71%)
6	7 (22%)	3 (17%)	4 (29%)
8	14 (44%)	14 (78%)	0 (0%)
disp			
Mean	231	307	132
SD	124	107	57
Min	71	120	71
Max	472	472	258
hp			
Mean	147	190	91
SD	69	60	24
Min	52	91	52
Max	335	335	123
drat			
Mean	3.60	3.39	3.86
SD	0.53	0.47	0.51
Min	2.76	2.76	2.76
Max	4.93	4.43	4.93
wt			
Mean	3.22	3.69	2.61
SD	0.98	0.90	0.72
Min	1.51	2.14	1.51
Max	5.42	5.42	3.46
qsec			
Mean	17.85	16.69	19.33
SD	1.79	1.09	1.35
Min	14.50	14.50	16.90
Max	22.90	18.00	22.90
am	13 (41%)	6 (33%)	7 (50%)
gear			
3	15 (47%)	12 (67%)	3 (21%)

Table D-1. Continued.

Variable	Overall N = 32	0 N = 18	1 N = 14
4	12 (38%)	2 (11%)	10 (71%)
5	5 (16%)	4 (22%)	1 (7.1%)
carb			
1	7 (22%)	0 (0%)	7 (50%)
2	10 (31%)	5 (28%)	5 (36%)
3	3 (9.4%)	3 (17%)	0 (0%)
4	10 (31%)	8 (44%)	2 (14%)
6	1 (3.1%)	1 (5.6%)	0 (0%)
8	1 (3.1%)	1 (5.6%)	0 (0%)

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.