

Keurig Dr Pepper Unveils Bold New Flavors Across Iconic U.S. Cold Beverages Portfolio

Dr Pepper Blackberry, available today, is the first variety to release

BURLINGTON, Mass., and FRISCO, Texas, Feb. 5, 2025 [/PRNewswire/](#) -- Keurig Dr Pepper (KDP) today unveiled its exciting 2025 new flavor lineup in the U.S., featuring beloved brands such as Dr Pepper®, 7UP®, A&W® and Snapple®. These new offerings are being introduced after a successful year of KDP flavor innovation in 2024, notably the viral popularity of Dr Pepper Creamy Coconut - the Company's most successful limited-time-offering carbonated soft drink (CSD) to date - and the introduction of Canada Dry Fruit Splash Cherry, which achieved the top spot among all new CSD flavor innovations for the year¹.

"Our 2025 cold beverage pipeline builds on our strong track record of delivering successful consumer-centric innovation across our portfolio of legendary brands," said Eric Gorli, President, U.S. Refreshment Beverages at Keurig Dr Pepper. "Our experts, from flavor scientists to trend spotters, have crafted a dynamic lineup across soft drinks, waters, teas and juices that will offer consumers nationwide even more choice through new fruit flavors, modern twists on familiar favorites and zero sugar options."

New flavors launching nationally within KDP's owned cold beverage portfolio include the following:

- **Dr Pepper Blackberry**, launching today, is the newest permanent variety from the beloved brand, combining the original 23 flavors of Dr Pepper with the rich sweetness of blackberry flavor. Recent data shows high consumer interest for the flavor, with blackberry-flavored CSDs growing more than 2x faster than the CSD category in dollar sales last year². Dr Pepper Blackberry will be available nationwide in regular and zero sugar varieties across a range of pack sizes, plus fountain and frozen dispensed formats.
- **7UP Tropical** is a cool, crisp combination of 7UP, the #2 lemon-lime carbonated soft drink³, blended with tropical flavors of mango and peach and bursting with summery vibes. Launching as a permanent flavor in February, the regular and zero sugar versions will be available nationwide in 12 oz 12-packs.
- **Snapple Peach Tea & Lemonade** combines the brand's #1 tea flavor⁴ with a citrusy tang of classic lemonade. This permanent innovation will launch in March and will be available nationwide in a variety of pack sizes.
- **Bai Simbu Strawberry** and **Bai Shala Coconut Strawberry**, two permanent additions to the Bai lineup that feature the most hydrating berry⁵ and are sweetened with plant-based stevia, will launch later this month. Both varieties support a healthy immune system, with Simbu Strawberry providing a good source of Vitamin C and Zinc and Shala Coconut Strawberry a good source of Vitamin E and Zinc.
- **A&W Ice Cream Sundae** offers a nostalgic treat, inspired by the combined flavors of sweet vanilla ice cream with the rich indulgence of fudge flavor. Available in both regular and zero sugar options, it comes in 12 oz 12-packs and will be offered for a limited time starting in August.
- **RC Cola Zero Sugar** brings the iconic cola taste with zero sugar for the first time to expanded retailers nationally in February in both 12 oz 12-packs and 2-liter options.

In addition to its nationwide launches, KDP will introduce a variety of retailer exclusive and regional offerings throughout the year from brands including Sunkist, Crush, Mott's and more. Visit [KeurigDrPepper.com](#) or follow Keurig Dr Pepper on Instagram (@keurigdrpepper) to stay up to date with all the latest news about our iconic brands and more throughout the year.

About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: KDP) is a leading beverage company in North America, with a portfolio of more than 125 owned, licensed and partner brands and powerful distribution capabilities to provide a beverage for every need, anytime, anywhere. With annual revenue of approximately \$15 billion, we hold leadership positions in beverage categories including soft drinks, coffee, tea, water, juice and mixers, and have the #1 single serve coffee brewing system in the U.S. and Canada. Our innovative partnership model builds emerging growth platforms in categories such as premium coffee, energy, sports hydration and ready-to-drink coffee. Our brands include Keurig®, Dr Pepper®, Canada Dry®, Mott's®, A&W®, Snapple®, Peñafiel®, 7UP®, Green Mountain Coffee Roasters®, Clamato®, Core Hydration® and The Original Donut Shop®. Driven by a purpose to Drink Well. Do Good., our 28,000 employees aim to enhance the experience of every beverage occasion and to make a positive impact for people, communities and the planet. For more information, visit [www.keurigdrpepper.com](#) and follow us on LinkedIn.

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¹ Source: Circana Total US - Multi Outlet + Conv Time: Calendar Year 2024 Ending 12-29-24

² Circana, MULO+C, Calendar Year 2024 \$ Sales

³ Circana Market Advantage, Total MULO+C, 52W ending 12.29.24

⁴ Circana Snapple POS Dollar Sales Data L52W through 12.29.24

⁵ USDA FoodData Central. [Strawberries](#), raw – up to 91% water content

SOURCE Keurig Dr Pepper

Additional assets available online:  [Photos \(6\)](#)

https://stage.mediaroom.com/keurig_drpepper/2025-02-05-Keurig-Dr-Pepper-Unveils-Bold-New-Flavors-Across-Iconic-U-S-Cold-Beverages-Portfolio