

Vernors Debuts Nostalgia-evoking LTO Celebrating Michigan's Beloved Boston Cooler

A New Twist on a Classic Michigan Tradition Arrives Just in Time for Summer

DETROIT, July 8, 2025 /PRNewswire/ -- This summer, Vernors is bringing a refreshing taste of Michigan nostalgia to fans across the state with the release of its latest limited-edition offering, the Vernors Boston Cooler.

A true Michigan classic, the Boston Cooler has delighted locals for generations. Dating back to the 1800s, this beloved treat pairs cool, creamy vanilla ice cream with bubbly Vernors Ginger Soda, creating an irresistible float that has become a symbol of summertime in the Great Lakes State.

The new, limited-edition Vernors Boston Cooler offers consumers the nostalgic flavors they know and love, now with a twist: blending Vernors' signature sweet and slightly spicy ginger flavor with rich, creamy vanilla to capture the essence of Michigan's iconic Boston Cooler float. Enjoy it ice-cold straight from the can or serve it over vanilla ice cream for a truly authentic Boston Cooler float experience.

"Keurig Dr Pepper's recent State of Beverages 2025 Trend Report uncovered that, on average, 44% of Americans try new beverages each month, with even higher interest among younger adults," said Kevin Schmitz, Director of Brand Marketing at Keurig Dr Pepper. "This growing appetite for variety is exactly why we are always exploring new flavor innovations, especially for our fan-favorite brands like Vernors. When the chance came to bottle the legendary Boston Cooler, we jumped on it faster than a Michigander spotting the first signs of spring after a long winter."

The limited-edition Vernors Boston Cooler will only be available in Michigan and the Toledo, OH area at locations where Vernors is sold, from July through September. It will be available in 12 Packs and 2 L and 20 oz. bottles.

MEDIA CONTACT

Xenja Lindberg
Manager, External Communications
Keurig Dr Pepper
Xenja.lindberg@kdrp.com

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