

The Mountain Dew Story

Mountain Dew was first created in Virginia in 1948. It was bottled and sold by the Minges family. It is known as a soft drink, but Mountain Dew differs slightly from many of the other carbonated drinks because it contains real orange juice.

Before Mountain Dew was a product, the phrase "mountain dew" was originally a nickname for homemade alcohol or "moonshine." When the citrus drink was first marketed in Tennessee, the bottles and advertisements had pictures of unsophisticated hill people using shotguns to chase government tax collectors off their lands. The advertising campaigns included drawings of barefooted and pipe-smoking country people, lazy hunting dogs and fly-infested outhouses. The slogan was "Yaaaa-hoo! Mountain Dew!" and bottles sold for 15 cents apiece. In 1964, it became available throughout the United States, but it wasn't very popular. Its image didn't appeal to many people, so there wasn't much demand.

In 1973, the Pepsi-Cola Company, which now owned Mountain Dew, decided on a change. They dropped the "hillbilly" image and targeted a younger audience. By 1993, the new slogan was "Do the Dew." The word "mountain" was almost completely forgotten. Then in 1995, Mountain Dew sponsored the first X Games, celebrating extreme sports. Commercials at that time showed young people skateboarding through traffic and grabbing unprotected bottles of Mountain Dew, or athletes running down a cheetah to retrieve a stolen can of the drink from the animal's throat. It is now one of the most popular soft drinks made and has expanded to include Code Red, Diet Mountain Dew, Diet Code Red, Live Wire, Pitch Black, Pitch Black 2, Baja Blast, DMX and AMP. Mountain Dew also continues to sponsor the annual Dew Action Extreme Sports Tour and the summer and winter X Games.