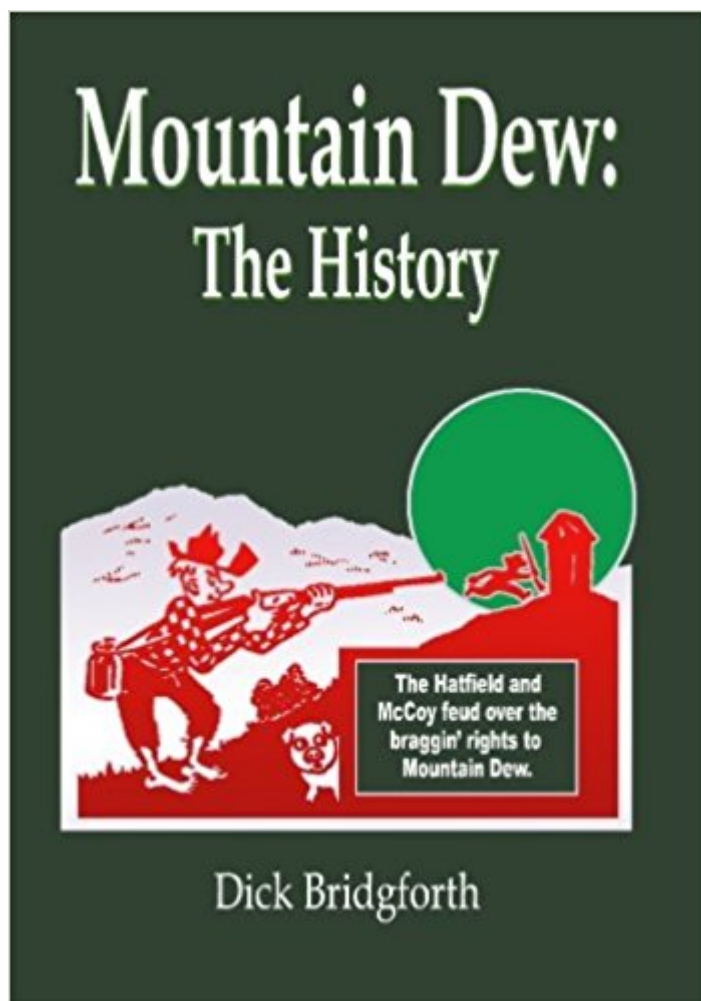


The book was found

Mountain Dew: The History



Synopsis

This book tells the history of one of America's most popular soft drinks, Mountain Dew. The 300 page book brings you from the drink's earliest beginnings in 1946 all the way through to today's newer drinks like Mountain Dew LiveWire and Code Red. Learn about the Hatfield/McCoy feud that has been brewing for years over the bragging rights to Mountain Dew. This book gives you detailed information on who invented Mountain Dew, when they did it, and the progress of the drink through the years. We start you in Johnson City, TN where you meet Charlie Gordon, Jim Archer and Bill Kilber of "Charlie, Jim and Bill" fame. Did you know that Mountain Dew started out tasting like 7Up until Bill Bridgforth changed the taste to the flavor we know today? From Tennessee we head to Marion, VA to meet Billy Jones and learn about the Tip Corporation. Then on to Lumberton, NC where you meet the massive Minges clan that still controls Pepsi in North Carolina. And then back to Knoxville on a hillbilly roller coaster ride of who did what and when. Learn about the arm wrestling match (literally) with Pepsi Corporate for fifteen million dollars to win the rights to Mountain Dew. Learn why 900 bottles have different names and how Willy the Hillbilly got his name AND you will even get to meet the real live Willy. This book and historic pictures will definately tickle yore innards!

Book Information

Paperback: 332 pages

Publisher: BookSurge Publishing; 15 edition (February 26, 2007)

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Average Customer Review: 4.4 out of 5 stars 12 customer reviews

Best Sellers Rank: #1,070,544 in Books (See Top 100 in Books) #1 in [Antiques & Collectibles > Advertising > Pepsi-Cola](#) #248 in [Antiques & Collectibles > Americana](#) #341 in [Business & Money > Processes & Infrastructure > Infrastructure](#)

Customer Reviews

This is a fascinating story, especially for those of us that live in the East Tennessee & Western North Carolina area. This book leaves no stone unturned in the search for the origin of what is now one of the most popular beverages in the U.S. Before Coke & Pepsi controlled most of the soft drink

market, there were several regional bottlers in this area. This book is a great history lesson, as it brings you back to the time when drinks came in a bottle that you returned to the store, where there was often a cooler filled with ice cold water & the drinks were hung by their neck and you had to rearrange some of them to get to the flavor you wanted. Excellently researched, this is a fun read for just about anyone. It'll tickle your innards!

I bought this as a gift for a friend because we are both lovers of the Dew, but I was a little disappointed to realize it reads way too much like a textbook. I hope she'll still like it, and I will certainly update if she does!

My brother called this the best gift ever. I got it for him for the holidays. He likes drinking Mountain Dew so I thought he would like this book.

very happy will order again

good for the teen to read- informative, great information, large sized, big type. wish it was less money, but hey if it gets him to read !!!

As a my dew collector this book. Is one of the best resource book for information and value for mt dew !

I bought this book for my husband for Christmas this year. (He hasn't opened it yet, so I can't tell you what he thinks of it) I briefly read parts of the book. It seemed to be very informative, but easy to understand. It contains a lot of pictures as well. The ONLY negative thing I have to say about this book (and it even says this in the book itself) is that it is made to be an EBook first, and a paperback second. I didn't see this mentioned anywhere when I was purchasing the book, though I may have missed it. It has numerous pages that have pictures of videos that say "click here to play" and what not. I believe those pages really could have been left out of the book. It still overall seems to be a nice book. Hopefully my husband will get a kick out of it, and enjoy it.

I bought this for my husband for Christmas this year (2011). I looked through it and it seems interesting. He's a big fan of mountain dew: t-shirts, bottles, books.

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