



Mountain Dew: The History (Paperback)

By Dick Bridgforth

Booksurge Publishing, United States, 2007. Paperback. Condition: New. 15th. Language: English . Brand New Book ***** Print on Demand *****.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...



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