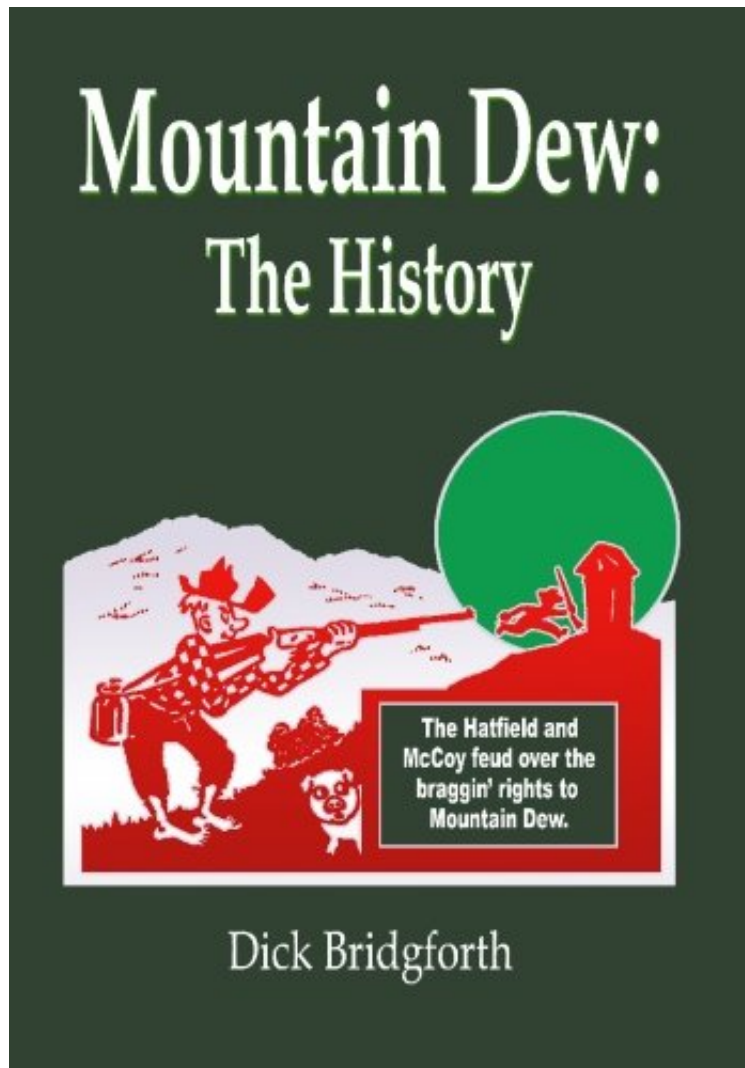


## Mountain Dew: The History

*Dick Bridgforth*

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#1535236 in Books BookSurge Publishing 2007-02-26 2007-02-26 Original language: English PDF # 1 10.00 x .75 x 7.00l, 1.27 #File Name: 141966087X332 pages | File size: 35.Mb

**Dick Bridgforth : Mountain Dew: The History** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mountain Dew: The History:

3 of 3 people found the following review helpful. Yahoo! A nostalgic look at the days before giant corporations. By suncat 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!0 of 0 people found the following review helpful. Textbook-ishBy C.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!0 of 0 people found the following review helpful. Called the best gift everBy Shannon MazurickMy 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.

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!