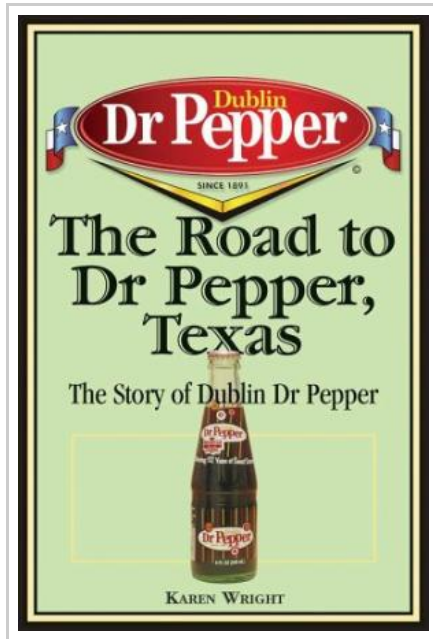



[DOWNLOAD](#)


The Road to Dr Pepper, Texas: The Story of Dublin Dr Pepper

By Karen Wright

McWhiney Foundation Press. Paperback. Book Condition: new. BRAND NEW, The Road to Dr Pepper, Texas: The Story of Dublin Dr Pepper, Karen Wright, "The Road to Dr Pepper, Texas" is the story of Dublin Dr Pepper Bottling Co., a David-Goliath case study of the world's first Dr Pepper bottling plant and the only one that has always used pure cane sugar in spite of compelling reasons to switch sweeteners. The book traces the story from the founder's birth through the contemporary struggles of a tiny independent, family-owned franchise against industry giants. Owners of the plant have been touched by every major social, economic, and political issue of the past 114 years, and many of those forces threatened the survival of the plant. The Dublin plant's 100th birthday in 1991 was a turning point because the national media created an identity so unique that it has taken on a life of its own. Thanks to the Travel Channel, Food Network, Texas Monthly, Southern Living, and others, the Dublin plant and museum attract tens of thousands of tourists every year, and Dublin Dr Pepper is consumed around the world through Internet sales. "The Road to Dr Pepper, Texas" tells how a small...



READ ONLINE

[7.47 MB]

Reviews

It in a of the best publication. It really is rally intriguing throgh reading through period of time. You will not feel monotony at anytime of your own time (that's what catalogs are for relating to in the event you request me).

-- **Dr. Pat Hegmann**

It in one of my favorite publication. It is among the most awesome publication i have go through. I am just quickly will get a delight of reading through a published publication.

-- **Prof. Martin Zboncak DVM**