



2022 MIXOLOGY RECIPES



LEGAL GUIDELINES

The PepsiCo Law Department recommends that we comply with current industry standards and federal regulated codes for the responsible practices related to beverage alcohol advertising and marketing.

The following pages cover:

- Alcohol recipe guidelines
- Drink responsibility statements
- Trademark + communication clearance
- Avoidance of sweepstakes or contests
- Marketing to adults over 21

MIXOLOGY WITH ALCOHOL

- 1 When communicating recipes, alcohol mixology ingredients should not exceed 1.5 fluid oz. per 8oz serving
- 2 The Trademark legal group must clear **ALL DRINK NAMES** used in a mixology program
- 3 All consumer facing materials should include **PLEASE DRINK RESPONSIBLY** statement
- 4 ALL mixology programs and content **require cross-functional** approval
- 5 Unless we have the approval of 3rd party manufacturers, recipe **ingredient lines** should be **VOID of 3rd party providers** (example: Captain Morgan branded rum).

MIXOLOGY MARKETING PROMOTIONS

- Sweeps + contests are generally prohibited
- Promotions will be assessed on a case by case basis
- Avoid over consumptions messaging

TRADEMARK

- New drink names must be routed for approval by brand, legal, trademark and consumer relations
- Not all PEP Mixology brands are registered
- PEP brands featured in romanced drink descriptions must be displayed in ALL CAPS with appropriate TM + ® symbols

COMMUNICATION GUIDELINES

- Social media + internet users must affirm they are over 21 years of age
- Mixology content should not feature anyone under the age of 21
- Digital marketing should only be placed in media where 72% of the audience is legal drinking age
- No advertising on TV, radio or social unless previously approved by cross functional teams
- No email blasts referencing alcohol beverages unless prior approved by cross-functional teams

BRAND TRADEMARK GUIDELINES



- Pepsi drink names that feature a trademark (i.e. **PEPSI** Smash) must differentiate Pepsi from the rest of the drink name.
- Pepsi should be in **ALL CAPS** and the rest of the drink name should be un-bolded
- Example: **PEPSI** smash
- Legal line: PEPSI and the Pepsi Globe are registered trademarks of PepsiCo Inc.

- Mountain Dew Kickstart **CANNOT** be promoted within an alcohol mixer
- Mountain Dew drink names that feature a trademark must differentiate Dew from the rest of the drink name. Dew should be in **ALL CAPS** and the rest of the drink name should be in upper and lower case
- Example: DEWminator
- Legal line:

- Only Sierra Mist can be used in a drink name. Any variations of the trademark cannot be used
- If Sierra Mist is used in the name it must be differentiated from the rest of the drink name. Sierra Mist should be in **ALL CAPS and bold**, and the rest of the drink name should be un-bolded.
- Example:
- Legal line:

- All drink names should be lowercased
- "bubly" cannot be used as a descriptor
- When creating cocktail names, create names that align with our playful personality
- Example:
- Legal line: BUBLY, the Bubly Designs and the Bubly Marks are trademarks of Portfolio Concentrate Solutions UC.



Sassy Spice



Bourbon, **PEPSI®**, splash of cranberry, served over ice, garnished with cranberries and cinnamon and sugar rim.

3 – 4 oz. of Pepsi®
1 ½ oz. bourbon
Splash of cranberry juice
Served over ice
Cinnamon and sugar rim

Tennessee Slam



Whiskey, Amaretto, **PEPSI®**,
garnished with a lemon

1 oz. whiskey
½ oz. amaretto
2 oz. **PEPSI®**
Lemon peel

Long Island PEPSI



Vodka, rum, gin, triple sec, **PEPSI®**
and sour mix garnished with lemon
and mint

$\frac{1}{4}$ oz. vodka

$\frac{1}{4}$ oz. rum

$\frac{1}{4}$ oz. Gin

$\frac{1}{4}$ oz. tequila

$\frac{1}{2}$ oz. triple sec

3-4 oz. PEPSI®

Splash of sour mix

Lemon wedge and mint leaf

Cherry Bomb



Cherry vodka, **PEPSI®**
and cherries

1 ½ oz. cherry vodka
3-4 oz **PEPSI®**
Garnished with a cherries

Berry Blush



Vodka, berry liqueur, and **PEPSI®**
garnished with blueberries and mint

1 oz. vodka
 $\frac{3}{4}$ oz. berry liqueur
3-4 oz. **PEPSI®**

Garnished with blueberries and mint

PEPSI SMASH



1.5oz Bourbon
6oz Pepsi
1 Dash Bitters
1 Lemon Wedge

PEPSI LIME DROP



1.5oz Citrus Vodka
6oz Pepsi
1 Lime Wedge

PEPSI SMOOTH SIPPER



1 oz Vanilla Vodka
1 oz Spiced Whiskey Liqueur
10oz Pepsi
1 Lime Wedge

PEPSI RUM RIDE



1.5oz Spiced Rum
.5oz Coffee Liqueur
10oz Pepsi

PEPSI SNAP



2oz Whiskey
10oz Pepsi
1 Lemon Wedge

ARLINGTON TEA



1 oz Whiskey
.5oz Peach Schnapps
3oz Pepsi
1.5oz Sour Mix
1 Mint Leaf



pepsi®

ZERO SUGAR

PEPSI® Zero Sugar Negroni

½ oz. Gin
½ oz. Bitter orange liqueur
½ oz. Sweet Vermouth
3-4 oz. PEPSI® Zero Sugar
Orange peel, garnish

Fill rocks glass with ice. Add gin, bitter orange liqueur, and sweet vermouth. Top with Pepsi. Stir, garnish, and serve.



PEPSI® Zero Sugar with Spicy Pineapple

Splash of pineapple juice
2-3 dashes of hot sauce
6-8 oz. PEPSI® Zero Sugar

Lime wheel dusted with chili-lime seasoning,
garnish on rim of glass
Slice of pineapple dusted with chili-lime seasoning,
garnish on rim of glass

Fill tall glass with ice. Add pineapple juice, and hot sauce. Top
with Pepsi, stir, garnish, and serve.



PEPSI® Zero Sugar Manhattan on The Rocks

½ oz. Bourbon or whiskey
½ oz. Sweet Vermouth
Dash of bitters
3-4 oz. PEPSI® Zero Sugar
Maraschino cherry, garnish in glass

Fill rocks glass with ice. Add bourbon or whiskey, vermouth, and bitters. Top with PEPSI® Zero Sugar. Stir, garnish, and serve.



**MEN
DEW**

ArubaDEW



Coconut rum, pineapple juice, and
MTN DEW®

1 oz. coconut rum

½ oz. silver rum

½ oz. pineapple juice

3 oz. **MTN DEW®**

Pineapple wedge garnish

Dew Marg



Silver tequila, triple sec, **MTN DEW®**, and
TROPICANA® Orange Juice

1 oz. silver tequila
½ oz. triple sec
½ oz. **TROPICANA®** Orange Juice
3-4 oz. **MTN DEW®**
Garnished with a lime

DEWMinator



Citrus vodka, **MTN DEW®**, and **TROPICANA® Orange Juice** and an orange wedge

1 ½ oz. Citrus vodka
½ oz. Fresh squeezed orange juice
3-4 oz. MTN DEW®
Orange wedge garnish

Black & Dew



Black spiced rum, **MTN DEW®**, and
garnished with a lime

1 ½ oz. Spiced rum
3-4 oz. MTN DEW®
Lime wheel, garnish

DEW Driver

1.5oz Vodka
5oz MTN Dew



ZOMBIE

1.5oz Whiskey
6oz MTN Dew
1 Lime Wedge



LEMON GRINDER



1.5oz Vodka
4oz MTN Dew
2oz Tropicana Lemonade
1 Lemon Wedge

Orange Slugger



1.5oz Canadian Whiskey
.5oz Triple Sec
6oz MTN Dew
1 Orange Wedge



Orange Citrus Sangria



Orange vodka, Cognac, Pinot Noir,
TROPICANA® Orange Juice and
SIERRA MIST®

1 ½ oz. orange vodka
½ oz. orange flavored cognac
1 oz. pinot noir
4 oz. SIERRA MIST®
1 oz. TROPICANA® Orange Juice
Mixed fruit garnish

CITRUS MARGARITA



1.5oz Tequila
.5oz Triple Sec
5oz Sierra Mist
1 Lime Wheel

STRAWBERRY MARGARITA



1.5oz Silver Tequila
.5oz Triple Sec
5oz Sierra Mist
1oz Strawberry Puree or Syrup
1 Lime Wedge
1 Strawberry

POMEGRANATE SPARKLER



1.5oz Pomegranate Liqueur
1oz Pomegranate Juice
4oz Sierra Mist
.5oz Sour Mix
1 Lemon Wheel

Minty Mojito



Rum, mint, and **SIERRA MIST®**
garnished with lime

1 ½ oz. Silver rum

3-4 oz. **SIERRA MIST®**

5 Mint leaves

½ oz. Simple syrup

Garnished with lime and mint

blackberrysmash



blackberrybubly™, bourbon,
fresh lemon juice, blackberries
lightly muddled and garnished
with a lemon

3-4 oz. **blackberrybubly™**
1 ¼ oz. bourbon
½ oz. fresh squeezed lemon juice
½ oz. simple syrup
4 fresh blackberries muddled
Blackberries and lemon garnish

cherry blitz



cherrybubly™, bourbon,
garnished with cherries

3-4 oz. **cherrybubly™**
1 ¼ oz. whiskey
Served over ice
cherry garnish

picante paloma



grapefruitbubly™, tequila, triple sec, lime juice, jalapeno puree, salted rim

3 oz. **grapefruitbubly™**
1 oz. tequila
½ oz. triple sec
1 oz. lime juice
¼ oz. jalapeno puree
Salted rim

tropiclikeit'shot



peachbubly™, champagne,
peach passionfruit juice, peach
vodka, orange blossom vodka,
garnished with a peach

1 oz. **peachbubly™**
2 oz. peach passionfruit juice
½ oz. peach vodka
½ oz. orange blossom vodka (or plain)
2 oz. champagne
Slice of peach or passion
fruit pulp, garnish

mangolimedrop



mangobubly™, lime lemonade,
vodka, lime slice and a dash of chili
powder

2-3 oz. **mangobubly™**
2 oz. lime lemonade
1 ¼ oz. vodka
Lime wheel, garnish
Chili powder rim

cranberry love



cranberrybubly™, vodka, splash of cranberry juice and a squeeze of lime juice garnished with cranberries

3-4 oz. **cranberrybubly™**

1 ¼ oz. vodka

Splash of cranberry juice

Squeeze of lime juice

berrycute



strawberrybubly™, vodka, muddled with strawberry syrup, basil, and fresh lemon juice garnished with basil and strawberry

2 oz. **strawberrybubly™**

1 ½ oz. vodka

¼ oz. strawberry syrup

2 fresh basil leaves

Squeeze of lemon juice

Strawberry garnish

dancingqueen



raspberrybubly™, vodka and
pineapple juice

3-4 oz. **raspberrybubly™**

1 ¼ oz vodka

Splash of pineapple juice
Garnished with pineapple

puckerup



applebubly™, gin, sour apple
liqueur and fresh lime juice

3-4 oz. **applebubly™**

1 ½ oz. gin

1 ½ oz. sour apple liqueur

Squeeze of fresh lime juice

Garnished with an apple slice

basiltwist



limebubly™, lemonade, simple syrup and fresh squeezed lime juice

4 oz. **limebubly™**
1 oz. lemonade
½ oz. simple syrup
½ oz. fresh squeezed lime juice
2 fresh basil leaves
Garnished with basil and lime