

INTRODUCING MAJOR MELON FTN



Timing:
IN SELECT MARKETS NOW
Ask your distributor if they stock it!



What is it?
Get ready for the Watermelon Flavor Invasion!

Major Melon launched as the **#1 LRB B&C Innovation in 2021**. To capitalize on the momentum and success of the Year 1 launch, we are introducing MTN DEW Major Melon in FTN, expanding our permanent flavor line-up. Major Melon's watermelon flavor with an added Dew twist is sure to be a crowd pleaser and instant fan favorite.

Consumer Target:
Gen Z / Millennials

Major Melon Scope:
AVAILABLE IN FTN 3G BIB



MTN DEW MAJOR MELON VALVE ID + BIB LABEL



MOUNTAIN DEW MAJOR MELON FOUNTAIN POST MIX SYRUP

3 GALLON

FOR USE ONLY IN PEPSI-COLA IDENTIFIED DISPENSERS

Directions: Mix one part Syrup with 5 parts water.

Recommended storage between 45F-70F degrees.

STORE BELOW 90F DEGREES. DO NOT FREEZE.

PREPARED BY:

Under authority of PepsiCo, Inc., Purchase, NY 10577

HIGH FRUCTOSE CORN SYRUP, WATER, CITRIC ACID, NATURAL FLAVOR, GUM ARABIC, SODIUM BENZOATE (PRESERVES FRESHNESS), CAFFEINE, SODIUM CITRATE, GLYCEROL ESTER OF ROSIN, CALCIUM DISODIUM EDTA (TO PROTECT FLAVOR), RED 40, POTASSIUM BENZOATE (PRESERVES FRESHNESS), MIXED TRIGLYCERIDES.

To assure proper quality and taste, this syrup is for use only with approved bag-in-box equipment. Not to be utilized with in-home dispensers, jet sprays or other non-approved equipment.

3 GAL (11.35 L)

