



# OAKLAND ATHLETICS MEDIA RELEASE

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**FOR IMMEDIATE RELEASE**

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## **Oakland A's Partner with Dr Pepper Snapple Group as Official Soft Drink of the A's** ***Dr Pepper, 7UP, and Snapple to be featured throughout the Coliseum***

**OAKLAND, Calif.** – The Oakland Athletics have partnered with Dr Pepper Snapple Group, the team announced today. Beginning with the 2018 regular season, Dr Pepper Snapple Group will serve as the official beverage partner of the Oakland A's.

As part of the five-year partnership, Dr Pepper Snapple Group will have exclusive sales and pouring rights at the Coliseum during the regular season and postseason as well as marketing rights for the following drink types: carbonated soft drinks, tea, water, enhanced water, juice, red juice, energy drinks, isotonic beverages, and packaged coffee. Dr Pepper, Diet Dr Pepper, 7UP, Snapple, Squirt, Sunkist, Bai, Body Armor, RC Cola, Diet RC Cola, Hawaiian Punch Lemonade, and Deja Blue will be available at concession stands.

“We are thrilled to partner with Dr Pepper Snapple Group as the official beverage partner of the A's,” said A's COO Chris Giles. “This represents one of our most significant partnerships and demonstrates the direction our team is moving, as we lay the foundation for future success in Oakland.”

“When you think of ball clubs that truly embody the spirit of their communities, the Oakland A's immediately come to mind,” said James Fox, senior vice president and general manager of Dr Pepper Snapple Group's West Business Unit, based in Walnut Creek. “This is a team that has time and time again pushed the boundaries and innovated the game. That's something we can admire in our business, which is why we are very proud that their tremendous fan base can enjoy a variety of our brands, like 7UP, Dr Pepper and Snapple as part of their game day experience at the Coliseum.”

### **About Dr Pepper Snapple Group**

Dr Pepper Snapple Group (NYSE: DPS) is a leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have seven of the top 10 non-cola soft drinks, and nine of our 10 leading brands are No. 1 or No. 2 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Bai, Canada Dry, Clamato, Crush, Hawaiian Punch, IBC, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. To learn more about our iconic brands and Plano, Texas-based company, please visit [DrPepperSnapple.com](http://DrPepperSnapple.com). For our latest news and updates, follow us at [Facebook.com/DrPepperSnapple](https://www.facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://twitter.com/DrPepperSnapple).

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Contact: Erica George, 510.746.4419  
[egeorge@athletics.com](mailto:egeorge@athletics.com)

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