



## Dr Pepper Snapple Group and Dr Pepper Bottling Co. of Dublin, Texas, Settle Their Disputes

### Release Date:

Wednesday, January 11, 2012 5:00 pm CST

### Terms:

### Dateline City:

PLANO, Texas

Dr Pepper Snapple Group, Inc. (NYSE:DPS), and Dr Pepper Bottling Co. of Dublin, Texas, have resolved all litigation over the Dr Pepper trademark and distribution rights, the companies announced today.

Under the terms of their agreement, DPS has purchased all of the Dublin bottler's sales and distribution operations and related assets, as well as the rights to distribute Dr Pepper and other DPS brands in the six-county territory previously served by Dublin. The former Dr Pepper bottler now does business as Dublin Bottling Works Inc. It will continue to produce other soft drinks at its bottling facility and operate its museum and Old Doc's Soda Shop, offering tours and selling soft drinks, food and officially licensed Dr Pepper merchandise.

"We want to thank our many customers for their support of our family-owned business during the past 120 years, and we want them to know that Dr Pepper is still a big part of Dublin," said Jeff Kloster, vice president of Dublin Bottling Works. "We hope customers will continue to visit our town, the W.P. Kloster Museum and Old Doc's Soda Shop, where they can still enjoy Dr Pepper sweetened with cane sugar."

Rodger L. Collins, president of Packaged Beverages for DPS, said the company is committed to a seamless transition for Dublin's local customers and consumers.

"Our main focus has always been on protecting the strength and integrity of the Dr Pepper trademark," said Collins. "We're pleased to reach an agreement that accomplishes that while also preserving the history and the special relationship Dr Pepper has with the Dublin community."

DPS will now distribute Dr Pepper sweetened with cane sugar throughout Dublin's former territory, and continue to sell it in other areas of Texas, including Dallas/Fort Worth, Houston and Waco. It's the same product Dublin sold. It will still be bottled and canned in distinct, nostalgic packaging. The only difference is it will not reference Dublin on the label.

With the central issues of trademark infringement and territorial selling rights resolved, the federal lawsuit DPS filed in June and Dublin's subsequent countersuit in a Texas state court will both be immediately dismissed.

DPS will continue to support the popular "Dr Pepper, Texas," celebration as well as the related "10-2-4k" run held each June in Dublin.

### About Dr Pepper Snapple

Dr Pepper Snapple Group, Inc. (NYSE: DPS) is the 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 6 of the top 10 non-cola soft drinks, and 9 of our 12 leading brands are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes Sunkist soda, 7UP, A&W, Canada Dry, Crush, Mott's, Squirt, Hawaiian Punch, Peñafiel, Clamato, Schweppes, Venom Energy, Rose's and Mr & Mrs T mixers. To learn more about our iconic brands and Plano, Texas-based company, please visit [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

### About Dublin Bottling Works

Dublin Bottling Works is one of the oldest producers and distributors of bottled soda in the United States, with a legacy dating back more than 120 years. Located in Dublin, Texas, the privately-owned company provides a variety of distinctive sodas made with pure cane sugar, including Triple XXX Root Beer, NuGrape, SunCrest and a variety of other unique custom flavors. Dublin Bottling Works also operates Old Doc's Soda Shop and the W.P. Kloster Museum, home to one of the world's largest collections of Dr Pepper memorabilia. To learn more, please visit [www.dublinbottlingworks.com](http://www.dublinbottlingworks.com).

### Language:

English

---

**Source URL:** <http://news.drpeppersnapple.com/press-release/dr-pepper-snapple-group-and-dr-pepper-bottling-co-dublin-texas-settle-their-disputes>