

FACT SHEET – Flavor Tasting



Stage 1: From Seven Flavors to Three

A grassroots tour that created more than 222,712 sampling experiences across the country, along with home-tasting kits sent to 50 DEW fanatics, narrowed seven test flavors down to three finalists in the first month of DEWmocracy.

Grassroots Tour:

- A team of DEW Labs trucks traveled to 17 markets in 12 states, giving consumers from Chicago to Charlotte the chance to sample the seven flavors.
- A total of more than 1.5 million people attended the events.
- To fit with the “labs” theme, each flavor was labeled with a coded number and samples were presented in test tubes.
- Visitors were encouraged to document their experience in a video booth at the truck stop.
- People were directed to YouTube, Facebook and Twitter to watch the taste-experience videos and comment. The tour drove more than 1,100 fans to a DEW Labs URL on Facebook during the four-week program.
- Participants could vote on site using touch pads or text in their vote later. More than 3,000 tasters texted in a vote.
- The final flavors that were chosen were No. 231, No. 493 and No. 509.

DEW in a Box:

- Hundreds of brand fans submitted video entries of up to 12 seconds explaining why they deserved to receive a home-tasting kit, as well as wrote in letters.
- The 50 lucky recipients were asked to film themselves sampling the flavors, using the flip video camera included in each kit, and post the footage to YouTube and Facebook.
- The kits came in one-of-a-kind boxes that unfolded into works of art. Participating up-and-coming artists included John Fellows, Jeremy Charles Burns, Delton Demarest, Jolt, Max Kauffman, Scot LeFavor and Kelly Potter.

For more information: www.dewmocracymediahub.com