NFFOODS Spectrum
perspectives on food technologies & business
ASIA

CCEP introduces Dr Pepper Zero Sugar Cherry Crush

29 January 2025 | News

Dr Pepper Zero Sugar Cherry Crush combines the popular zero-sugar beverage with a vibrant cherry flavour



Dr Pepper Zero Sugar Cherry Crush combines the popular zero-sugar beverage with a vibrant cherry flavour

Coca-Cola Europacific Partners (CCEP) is introducing Dr Pepper Zero Sugar Cherry Crush, a limited-edition variation of its popular zero-sugar drink. The launch is timed for Valentineâ??s Day and will be supported by a Valentine's-themed marketing campaign.

The four-week period surrounding Valentineâ??s Day contributed Â£160 million to convenience retailers in 2024, showing a 3.2 per cent increase year-on-year. Over Â£3.4 million of this total came from Dr Pepper sales. Dr Pepper Zero Sugar Cherry Crush combines the popular zero-sugar beverage with a vibrant cherry flavour, a combination expected to yield impressive results. Cherry variants have accounted for 55 per cent of the value sales growth in the cola category over the past year. Flavored carbonated drinks are the third largest category in the soft drink market. Dr Pepper is the second-largest flavoured carbonate brand in Great Britain and is growing at a pace that outstrips the overall flavoured carbonates category in both value and volume sales.