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Whataburger and Dr Pepper blend two Texas legends with New Blackberry Shake

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Whataburger is shaking up summer with a bold new twist on two Texas icons. Starting August 5, the beloved burger chain will debut the Dr Pepper Blackberry Shake, a limited-time flavor mashup that merges its signature vanilla shake with the fruity zing of blackberry-infused Dr Pepper. The result is a rich, creamy, and distinctly Texan treat designed to keep taste buds buzzing well into football season.



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This fresh addition to the menu is more than just a flavor experimentâ??itâ??s a high-energy collaboration between two brands deeply rooted in Texas culture. The Dr Pepper Blackberry Shake takes inspiration from this yearâ??s Dr Pepper Blackberry soda release, which quickly became a fan favorite. Now, Whataburger is giving the fruity fizz a frozen spin with a shake thatâ??s indulgent, refreshing, and made for late-summer sipping.

At the heart of the new shake is Whataburgerâ??s classic vanilla base, swirled with the bold, spicy sweetness of Dr Pepper and rounded out with a juicy hit of blackberry. The result is a velvety blend of nostalgia and noveltyâ??both familiar and exciting, like the best summer memories.

Scott Hudler, Whataburgerâ??s Senior Vice President and Chief Marketing Officer, called the drink â??a treat that takes an ordinary moment and makes it feel just a little extra.â?• He added, â??We paired two Texas favorites in a way that feels fresh but familiarâ??fun, unexpected, and full of that signature Whataburger deliciousness. It's the kind of sip that'll keep you coming back all season long.â?•

The launch continues Whataburgerâ??s successful partnership with Dr Pepper, building on the popularity of the original Dr Pepper Shake, which made a triumphant return last summer thanks to overwhelming guest demand. This yearâ??s version adds a fruit-forward twist tailored for backyard gatherings, tailgate parties, and every in-between moment of summer.

Coinciding with the shakeâ??s release is National Whataburger Day on August 8, when the chain will offer its signature Whataburger for just 75 centsâ??a digital-only deal celebrating its heritage and loyal fan base. With the Dr Pepper Blackberry Shake joining the festivities, Whataburger is positioning itself as a go-to destination for nostalgic indulgence and regional flavor innovation.

Whether youâ??re hitting the lake, hosting a cookout, or cooling down after a road trip, the new shake offers a sip of Texas pride in every cup. But fans should act fastâ??like summer sunsets and Friday night lights, this seasonal sensation wonâ??t last forever.