



# UNIQUELY SOUTHERN & CRAFTED SINCE 1917

## A TIMELINE OF THE BIGGEST MOMENTS IN OUR CHEERFUL HISTORY

### 1917

L.D. Peeler wanted to come up with his own soft drink when a salesman from St. Louis sold him a wild cherry flavor to blend with other flavors. With a burgundy-red color and cheery disposition, the name "Cheerwine" simply made sense. The taste sensation known as Cheerwine was born.



### the '20s

The original Cheerwine bottle had a paper label. But by 1920, as Cheerwine gained popularity, a glass bottle with three cherries and the Cheerwine name molded into the shoulder was produced. Cheerwine also added its 1st delivery truck! Before then, the good stuff was delivered by train, horse, and wagon.



Radio becomes a national medium and Cheerwine airs its 1st radio ad with the slogan:



### the '30s



L.D. Peeler passed away in 1931 and his son, Clifford Peeler, took over as President of Carolina Beverage Corporation & Cheerwine Bottling Co. Clifford not only kept the company afloat during the depression, but managed to keep it profitable. It was good to have a product with the word "Cheer" in the name back then.

The 30s slogans were:

- Cool Cats
- Hits the Thirsty Spot
- It's Good...and Good for You.



### the '40s

This era brought additional franchising as the war ended, taking Cheerwine as far as Longview, TX.



Clifford Peeler donated scrap metal to the war effort including our first Dixie Filler machine, old signs, and other pieces of memorabilia. Rumor has it, some soldiers claimed to have been able to vaguely make out a Cheerwine logo in metal on the hull of the USS Intrepid.

Our slogan in the 40s was:

*In Tune With Your Taste*

### the '50s

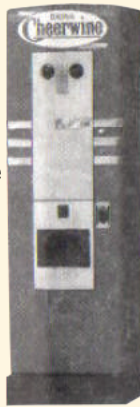
In 1953, Dwight Eisenhower became the first President known to enjoy a Cheerwine. After one sip, rumored is he proclaimed "Ike likes!"



That's a POTUS with great taste.



Convenience collided with great taste when the first Cheerwine vending machine was built. A bottle of Cheerwine was 5¢. We'd still only charge that much if we could. A case of Cheerwine sold for 80¢. Also, the 6 ounce bottle changed to a "king size" 8 ounce bottle.



### the '60s



Cheerwine moved to its present location in July of 1967. The first production was on July 4th, 1967 in a 100% debt-free, state-of-the-art facility using Crown bottling equipment. It was an Independence Day for the ages.



The first can of Cheerwine was produced during this era. The can proved to be a great way to keep those bubbles nice and bubbly for longer.

The first Cheerwine television commercial was filmed in the 1960's using the tag *Deliciously Different*. What an exciting new way to spread the cheer it turned out to be. People had their eyes glued and their mouths watering.



### the '70s

In the late 1970's, Clifford Peeler's grandsons, Cliff and Mark Ritchie, joined the family business.



Diet Cheerwine was launched in the beginning of the decade. Later, plastic 2-liter bottles were introduced.



### the '80s

We began expanding our distribution area more aggressively & introduced the tag: *Wildest Cherry Soft Drink*.



In 1987, Cheerwine changed its logo to remove the underline and include a splash graphic. 1989 marked the last run of returnable 8 ounce bottles. We're still waiting for the last one to be returned.

### the '90s

In 1992, Cheerwine celebrated 75 years of success and produced a commemorative bottle. Many of these bottles have become "cherished" collectibles.



Mark Ritchie became President of Carolina Beverage Corporation and Cliff Ritchie became President of Cheerwine Bottling in 1992.



The #21 Cheerwine racing car, driven by Morgan Shepherd, makes its debut.

President George H.W. Bush, Sr. came to the Salisbury 4th of July celebration in 1992 becoming the second President known to enjoy a Cheerwine.



### the '00s



The 00's marked a period of innovation for us. In 2002, Food Lion introduced the coolest idea ever, Cheerwine Ice Cream. At the press event, the fifth generation of the Peeler family served samples.



In 2006, the Cheerwine logo changed to include cherries for the first time since 1920.

That same year, Clifford Peeler was inducted into the Beverage World Hall of Fame. Cliff Ritchie was inducted three years later. Cliff also took over as President of Carolina Beverage Corporation in 2007.

Cheerwine teamed up with Krispy Kreme to unveil the Cheerwine Doughnut in 2010.



In 2012, Cheerwine teamed up with The Avett Brothers for an annual Legendary Giveback concert series which has raised over \$200,000 for charity.

Beginning in 2014, Cheerwine introduced several new flavors, including Cheerwine Holiday Punch, Cheerwine Squeeze, & Cheerwine Kreme.



In 2015, the Cheerwine Fan Club was established.



### 100 years



In 2017, we celebrated our 100th birthday with the start of the annual Cheerwine Festival in Salisbury. We also released throwback cans called the Centennial Can Series.



In 2018, we kicked off our 101st year with a brand new logo. We also introduced a new tagline that celebrates where we come from and our one-of-a-kind taste:

### UNIQUELY SOUTHERN

*Since 1917*

The **Cheerwine Festival** continues to grow each year drawing crowds of more than 60,000 people. Attendees are treated to a range of Cheerwine-inspired food and drinks including Cheerwine Hushpuppies, Cheerwine BBQ tacos, Cheerwine Kettle Corn, Cheerwine Floats, and Cheerwine Slushies.

