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: "Cool Cats - Hits the Thirsty Spot - It’s Good… and Good For You."

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 ‘40s
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.

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.

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 ‘70s
In the late 1970’s, Clifford Peeler’s grandsons, Cliff and Mark Ritchie, joined the family business.

the ‘80s
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 ‘90s
In 1992, Cheerwine celebrated 75 years of success and produced a commemorative bottle. Many of these bottles have become “cherished” collectibles.

the ‘00s
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.

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.

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 Hashbrowns, Cheerwine BBQ tacos, Cheerwine Kettle Corn, Cheerwine Floats, and Cheerwine Slushies.

UNIQUELY SOUTHERN SINCE 1917

Wildest Cherry Soft Drink.
It’s Good…and Good for You.