

LOGO HISTORY



1946-1969



1969-1980



1980-1996



1996-1999



1999-2005



2005-2009



2009-2017



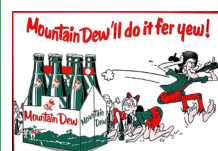
2017-current

1958 1976 1986 2001 2007 2012 2016 2020 2024

GOLDEN AGE

1958
Mountain Dew

The original Mountain Dew was invented in 1940, with 1958 being the first major release. The brand was bought by Pepsi in 1964.



1976
Sugar Free
1984
Diet Mountain Dew

1986
Aurora
Golden Lime

1988
Red
Red Diet

1989
Sport
Sport Diet
Sport Two Calorie

1990
Dry Ginger

1993
Caffeine Free
Diet Caffeine Free

Pepsi begins experimenting with flavor varieties in the 80's, mainly in Japan of all places. Aurora, Golden Lime, and Dry Ginger are short lived Japan flavors that are highly sought after by collectors today. Red is the first cherry Dew but never made it to a national release.



2001
Code Red

2002
Code Red Diet
Dew Fuel
Dew Fuel Sugar Free

2003
Livewire

2004
Baja Blast
Pitch Black

2005
MDX
MDX Sugar Free
Pitch Black II

2007
Game Fuel Citrus Cherry
Max Air

Code Red is the first successful national variant, becoming a permanent release and leading to further spin offs such as Livewire and Baja Blast, originally an exclusive fountain only flavor at Taco Bells.



2008
Max Air 2
Revolution
Supernova
Voltage

2009
Cherry Fusion - Fountain
Game Fuel Wild Fruit
Max Air 3
Throwback/
Real Sugar
Ultraviolet Diet

2010
Adrenaline Energy
Citrus Blast
Crave Diet
Distortion Diet
Flare Diet
Grape
Typhoon
Voltage Diet
Kickstart Orange Citrus
X-treme

2011
Game Fuel Tropical
Supernova Diet
Typhoon Diet
White Out Diet

2008 held the first Dew-mocracy campaign, letting consumers vote on the next permanent flavor. Voltage was the winner.



2012
Dark Berry
Energized
Game Fuel Raspberry Citrus
Johnson City Gold
Mountain Dew AM - Fountain
Passionfruit Frenzy

2013
Baja Blast Diet - Fountain
Baja Blast Zero
Blue Shock
Electric Apple - Fountain
Game Fuel Electrifying Berry
Kickstart Fruit Punch
Kickstart Orange Citrus
Sangrita Blast

2014
Extreme Pomegranate - Fountain
Game Fuel Lemonade
Kickstart Black Cherry
Kickstart Limeade
Solar Flare - Fountain

2015
Dewshine
Electric Citrus
Game Fuel Berry Lime
Kickstart Pineapple Orange Mango
Kickstart Strawberry Kiwi
Triple Berry - Fountain

2016
Amp Energy
Black Label
Game Fuel
Game Fuel Mango Heat
Jumpstart Citrus
Kickstart Blood Orange
Kickstart Blueberry Pomegranate
Kickstart Grape
Kickstart Watermelon
Orange Mango - Fountain

2017
Berry Burst - Fountain
DEW S-A
Game Fuel Arctic Burst
Game Fuel Tropical Smash
Goji Citrus Strawberry - Fountain
Green Label
Holiday Brew
Kickstart Mango Lime
Kickstart Raspberry Citrus
White Label
Spiked Lemonade
Spiked Raspberry Lemonade

2018
Berry Monsoon - Fountain
Berry Monsoon Zero - Fountain
Game Fuel Charged Berry Blast
Game Fuel Charged Cherry Burst
Game Fuel Charged Original
Game Fuel Charged Tropical Strike
Ice
Ice Cherry
Kickstart Original
Kickstart Original Ultra
Merry Mash Up

The Modern Era of Dew flavors begins. No longer limited to a small amount of flavor experiments, the brand branches out with an enormous variety of regular, zero, energy, and fountain choices. Voodoo and Baja have consistent yearly updates.

MODERN AGE

2019
Amp Energy Cherry Blast
Amp Energy Strawberry Limeade
Cyclone - Fountain
Game Fuel Charged Orange Storm
Liberty Brew
Mountain Dew Zero
Sweet Lightning - Fountain
Violet
Voodew 1

2020
Atomic Blue - Fountain
Berry Twister - Fountain
Dew Garita - Fountain
Game Fuel Charged Raspberry Lemonade Zero
Game Fuel Charged Watermelon Shock Zero
Frostbite
Southern Shock - Fountain
Voodew 2

2021
Baja Flash
Cake Smash
Code Red Zero
Dark Berry Bash - Fountain
Flamin' Hot
Frost Bite Zero
Game Fuel Courageous Sherbet
Game Fuel Courageous Sherbet Zero
Gingerbread Snap d
Major Melon
Major Melon Energized No Sugar
MD Energy Berry Blitz
MD Energy Cherry Lime Lift
MD Energy Orange Breeze
MD Energy Peach Mango Dawn
MD Energy Pomegranate Blue Burst
MD Energy Strawberry Melon Spark/Sharp
MD Energy Tropical Sunrise
Thrashed Apple
Uproar
Voodew 3
Vibe - Fountain

2022
Baja Deep Dive
Baja Gold
Baja Mango Gem
Fruit Quake
Game Fuel Championship Citrus Cherry
Hard Mountain Dew
Hard Mountain Dew Baja Blast
Hard Mountain Dew Black Cherry
Hard Mountain Dew Watermelon
Legend - Fountain
Maui Burst
MD Energy Baja Blast
MD Energy Code Red
Overdrive
Purple Thunder
Spark
Spark Zero
Voodew 4
Voodew 4 Zero

2023
Baja Caribbean Splash
Baja Passionfruit Punch
Game Fuel Mystic Punch
Hard Mountain Dew Baja Blast Mango
Hard Mountain Dew Baja Blast Pineapple
Hard Mountain Dew Baja Blast Punch
Honeydew
Kickstart Strawberry Startup
MD Energy Major Melon
MD Energy Pitch Black
Pitch Black Zero
Summer Freeze
Summer Freeze Zero
Voodew 5
Voodew 5 Zero

Mountain Dew breaks into the growing hard beverage trend with a variety of 5% alcohol mixes. Pepsi signs many exclusive flavor agreements with gas station and grocery chains.

