

Vernors Celebrates Iconic Michigan Lighthouses on Collectible Cans

Back by popular demand, limited edition cans feature five new lighthouses.

DETROIT, July 25, 2018 /PRNewswire/ -- Vernors is once again partnering with Pure Michigan to celebrate the Great Lakes State's coastal landmarks, with limited edition cans featuring seven iconic Michigan lighthouses.

The lighthouses showcased during the promotion include Forty Mile Point (Rogers City), Old Mackinac Point (Mackinaw City), Point Iroquois (Brimley), Point Betsie (Frankfort), Little Sable Point (Mears), St. Joseph and the oldest lighthouse in the state, Fort Gratiot (Port Huron).

This is the second year Vernors has teamed with Pure Michigan, an organization that promotes travel and tourism for the state, to highlight the famous lighthouses on cans. Last year, the collectible series showcased five other Michigan lighthouses including Big Sable Point, Crisp Point, Eagle Harbor, Grand Haven and Tawas Point.

"Vernors is a Michigan original with a proud 152-year heritage and a devoted following in the state unlike any other soft drink, and we want to celebrate what makes this state such a special place to both live and visit," said Beth Hensen, market development manager for Keurig Dr Pepper, which owns and licenses the Vernors brand. "Through this promotion, we hope our fans will enjoy these keepsakes and be inspired to visit and take pride in these one-of-a-kind coastal treasures."

"We're delighted to be partnering once again with Vernors to feature our state's picturesque lighthouses," said Dave Lorenz, vice president of Travel Michigan, part of the Michigan Economic Development Corporation. "With 129 lighthouses standing along 3,200 miles of Great Lakes coastline, we are proud of these iconic landmarks that make Michigan unique."

The lighthouse cans will be sold in 12-packs of Vernors and Diet Vernors at retailers throughout Michigan and will be available from July to mid-October 2018. Customers will soon start seeing product displays popping up in stores across the state.

About Vernors

Vernors is the oldest available ginger soda in the U.S., created in 1866 by Detroit pharmacist James Vernor. It is one of 125 brands in the portfolio of Keurig Dr Pepper (NYSE: KDP), a leading coffee and beverage company in North America with annual revenue in excess of \$11 billion. The Company holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers, and markets the #1 single serve coffee brewing system in the U.S. With a wide range of hot and cold beverages that meet virtually any consumer need, KDP's key brands include Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's® and The Original Donut Shop®.

About Michigan Economic Development Corporation

The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business and community development with the focus on growing Michigan's economy. For more information on the MEDC and our initiatives, visit www.MichiganBusiness.org. For Pure Michigan® tourism information, your trip begins at www.michigan.org. Join the conversation on: [Facebook](#), [Instagram](#), [Pinterest](#), and [Twitter](#).

CONTACT:

Jessica Weaver

Edelman

Tel: 469.357.3984 x3984

Email: jessica.weaver@edelman.com


Kathy Achtenberg

Michigan Economic Development Corporation – Travel Michigan

Tel : 517.335.4590

Email: Achtenbergk@michigan.org

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