

Dr Pepper® and Rapper Yung Gravy Team Up to Drop a New Single and Custom Merchandise

"Strawberries & Creamin'" Live Now and Exclusively on TikTok

FRISCO, Texas, May 3, 2023 /PRNewswire/ -- Today, Dr Pepper® announced a musical collaboration with rapper Yung Gravy, including an exclusive single and music video inspired by the brand's latest product, Dr Pepper Strawberries & Cream. "Strawberries & Creamin'" debuted on [TikTok](#), and the video is now live on [Yung Gravy's YouTube channel](#). The partnership between Dr Pepper and Yung Gravy also includes a custom line of co-branded merchandise available on the leading social commerce marketplace, [NTWRK](#). This partnership highlights the recent launch of the brand's newest beverage treat, Dr Pepper Strawberries & Cream, which features the original 23 Dr Pepper flavors swirled with refreshing layers of strawberry flavor with a smooth, creamy finish.

Dr Pepper and Yung Gravy, with his smooth and soulful baritone voice, created an instant classic with lyrics and sound that strike a perfect balance between quirky and catchy. The rapper, known for unmistakable tracks like "oops!" and "Betty," has a dedicated following that matches the fervor of Dr Pepper's network of passionate fans. The entertaining music video depicts Yung Gravy navigating an animated world full of flashy cars, pool parties, soda pyrotechnics, and a one-of-a-kind pink tiger.

"We are thrilled to have teamed up with Yung Gravy to create this track inspired by our new product," said Senior Vice President of Dr Pepper Brand Marketing John Alvarado. "Yung Gravy's playful energy and distinct persona have captivated his audience, and we can't wait to see what Dr Pepper and Yung Gravy fans think of the new track and merchandise line, which leans into both our brand and Yung Gravy's creativity and uniqueness."

The exclusive merchandise designed with Yung Gravy's team features a three-piece bundle as fresh and dreamy as Dr Pepper Strawberries & Cream. As a nod to the soft drink's 23 unique flavors, only 23 bundles will be available for consumers to have the opportunity to win and purchase for \$1.23. Merch bundles feature an iconic gravy boat, a silk-collared shirt modeled after the rapper's signature button-downs, and custom vinyl-inspired drink coasters. To enter the drawing for the exclusive drop, fans must download the NTWRK app and follow the link: <https://thentwrk.com/show/14702/dr-pepper-strawberries-and-cream-x-yg>. The drawing opens on May 3, 2023, and closes on May 11, 2023, at 2 p.m. PT / 5 p.m. ET, when NTWRK will host a live episode to choose the winners and interact with the products live.

"I was honored to write a song for the legendary Dr Pepper and to celebrate their new Strawberries & Cream flavor. 'Strawberries & Creamin'" is some classic Gravy, and I can't wait for the fans to hear it. Oh, and the Gravy x Dr Pepper merch collab we made is sensational," said Yung Gravy.

Dr Pepper Strawberries & Cream, the brand's newest flavor innovation, debuted in February 2023 as a part of the permanent portfolio. The beverage treat is offered in 12 oz. 12 packs, and 20 oz. bottles, and Dr Pepper Strawberries & Cream Zero Sugar is offered in 12 oz. 12 packs.

Follow and interact with Dr Pepper on [Facebook](#), [Instagram](#), and [Twitter](#) @drpepper.

About Dr Pepper®

Dr Pepper®, a brand of Keurig Dr Pepper, Inc. (KDP), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free, Cherry, Zero Sugar, Cream Soda, and Strawberries & Cream varieties. For more information, visit [DrPepper.com](#) or [keurigdrpepper.com](#). For the brand's latest news and updates, follow Dr Pepper at [Facebook.com/DrPepper](#), [Instagram.com/DrPepper](#) or [Twitter.com/DrPepper](#).

About Keurig Dr Pepper, Inc.

Keurig Dr Pepper, Inc. (KDP) is a leading beverage company in North America, with annual revenue of more than \$12 billion and approximately 27,000 employees. KDP 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. and Canada. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's®, CORE® and The Original Donut Shop®. Through its powerful sales and distribution network, KDP can deliver its portfolio of hot and cold beverages to nearly every point of purchase for consumers. The Company is committed to sourcing, producing and distributing its beverages responsibly through its Drink Well. Do Good. corporate responsibility platform, including efforts around circular packaging, efficient natural resource use and supply chain sustainability. For more information, visit www.keurigdrpepper.com.

CONTACT: drpepper@havasformula.com

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