

Keurig Dr Pepper Reveals 2027 Beverage Innovation Ahead of NACS Show

New offerings bring beverage culture's biggest trends to life through distinctive new flavors, expanded energy choices and updates to iconic brands

FRISCO, Texas, Oct. 5, 2026 /PRNewswire/ -- Keurig Dr Pepper (NASDAQ: KDP) today unveiled a first look at its 2027 beverage innovation pipeline ahead of the 2026 National Association of Convenience Stores (NACS) Show. The lineup delivers what consumers want most: familiar favorites, reimagined; a bigger, bolder energy lineup; and refreshed iconic brands.

"Beverages are one of the strongest drivers of traffic and basket growth for convenience retailers, and innovation is what keeps shoppers engaged," said Jeff Tabor, Chief Customer Officer at Keurig Dr Pepper. "Our 2027 pipeline brings together breakthrough energy varieties, culturally relevant flavors and meaningful investments in some of the industry's most iconic brands. Backed by our broad portfolio and route-to-market capabilities, these innovations are designed to create excitement, spark discovery and help retailers capture incremental sales across the beverage category."

Familiar Favorites, Reimagined

KDP's [research](#) shows that younger consumers are exploring a wider range of beverage categories and flavors, while remaining drawn to the nostalgia and familiarity of brands they know and love. Carbonated Soft Drinks remain the largest non-alcoholic beverage segment, and innovation continues to drive category dollar growth. Building on a track record that includes delivering the #1 CSD innovation in each of the past three years¹, KDP is introducing the following fresh twists on familiar favorites, all of which are available in both Regular and Zero Sugar varieties:

- **Dr Pepper® Ice Cream Float** blends Dr Pepper's signature 23 flavors with a creamy vanilla ice cream flavor and rich notes of caramel and butterscotch for an everyday treat take on the beloved float. Launching nationwide as a permanent offering, the flavor will be available in cans and 20 oz. bottles beginning February 2027, with fountain and frozen dispensed formats arriving mid-year.
- **7UP® Miami Vice™** combines refreshing lime-lemon, sweet strawberry daiquiri, and creamy pina colada flavors for a tropical soda experience inspired by the classic frozen cocktail. The limited-time offering arrives nationwide in June 2027.
- **7UP® Shirley Temple**, one of the brand's most successful recent flavor platforms, returns for the holiday season as a limited-time offering. Featuring the nostalgic flavors of cherry and pomegranate, the fan-favorite flavor will roll out with expanded immediate-consumption availability through a new 20 oz. package in 2027.
- **Canada Dry® Raspberry Lemonade** combines the flavors of raspberry and lemonade with the crisp refreshment of Canada Dry for a bright, seasonal twist beginning in Spring 2027.

A Bigger, Bolder Energy Lineup for 2027

Energy remains one of the fastest-growing areas in beverages, with innovation and limited-time offerings driving nearly three-quarters of category growth². In 2027, KDP will distribute more than 25 new items across its energy brand portfolio, spanning permanent additions, limited-time releases, distinctive collaborations and new formats designed to meet growing demand for flavor exploration and variety. Highlights from the Company's owned energy brand, GHOST®, and energy brand partners include:

- Building on the success of its partnership with KDP, GHOST® - now a \$1 billion brand at retail - will make **GHOST® Energy x 7UP®** and **GHOST® Energy x A&W®** permanent offerings in 2027 following the popularity and strong retail performance of the 2026 limited-time releases. The brand will also launch **GHOST® Energy Sour Strips Appleberry™**, a sweet-and-sour blend of green apple and strawberry, nationwide in January, followed by the limited-time **GHOST® Energy Blueberry Cream**, a first-to-market flavor requested by consumers that pairs tangy blueberry with sweet, creamy vanilla for a nostalgic yogurt-inspired taste.
- **Bloom Energy™** will introduce a new lineup of iconic treats, featuring three flavors inspired by childhood favorites. **Strawberry Shortie**, available beginning in October 2026, combines sweet swirls of strawberry and vanilla cream flavors reminiscent of a classic ice cream truck treat, while **Cotton Candy** and **Lemon Freezie**, arriving in January 2027, deliver playful takes on blue cotton candy and frozen lemonade respectively.
- **C4 Energy®** will expand its zero-sugar Cereal's Most Wanted lineup in January 2027, introducing **Cocoa Loco** in 16-

ounce cans and launching new 8.4-ounce mini can formats for **Cereal Killer**, **Jacked Apple Crunch** and **Buzzin' Honey O's**. The great Breakfast Heist of 2027 is upon us.

Refreshing Iconic Brands

While consumers are exploring more flavors than ever, they continue to return to the brands they know and trust. KDP is investing in iconic brands like 7UP and Sunkist with updates that enhance taste, evolve with changing consumer preferences and strengthen their presence across the physical and digital shelf.

- **7UP®** recently unveiled its most significant brand evolution in more than 15 years, featuring a consumer-preferred lime-forward formula, refreshed packaging, a modernized logo and an updated visual identity across select varieties. The refresh reflects a renewed investment in the iconic brand and reinforces 7UP's distinctive position within the category.
- **Sunkist®** will introduce updated graphics and a refreshed recipe in Q1 2027. The renovation builds on the brand's signature citrus flavor with an improved orange taste for a more fruit-forward experience for today's consumer.

In addition to the innovations featured in this release, attendees at the 2026 NACS Show in Las Vegas will get an exclusive preview of upcoming consumer-inspired innovations from across KDP's portfolio of owned and partner brands, including Snapple, Electrolit, Polar, La Colombe, Vita Coco and more.

About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: KDP) is a leading beverage company with more than 150 owned, licensed and partner brands that meet a wide range of needs and occasions. Our North American refreshment beverage business holds leadership positions across carbonated soft drinks, water, juice and mixers with a portfolio of iconic brands such as Dr Pepper®, Canada Dry®, Mott's®, A&W®, Peñafiel®, GHOST®, 7UP®, Snapple®, Clamato® and Core Hydration®. Our global coffee business spans more than 100 markets and includes the leading Keurig® single-serve brewing system in the U.S. and Canada, along with powerhouse brands such as Peet's, L'OR and Jacobs, and other regional coffee leaders. Our more than 50,000 employees aim to enhance the experience of every beverage and coffee occasion while making a positive impact for people, communities and the planet. Learn more at www.KeurigDrPepper.com and follow us @KeurigDrPepper on LinkedIn and Instagram.

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¹ Source: Circana Total US Multi-Outlet + Convenience, Calendar Year 2025, 2024 and 2023

² Source: Circana POS Energy Drink Aisle, 2024 vs. 2025.

SOURCE Keurig Dr Pepper

Additional assets available online:  [Photos \(4\)](#)

<https://news.KeurigDrPepper.com/2026-10-05-Keurig-Dr-Pepper-Reveals-2027-Beverage-Innovation-Ahead-of-NACS-Show>