

CHEERWINE

NOTHING SAYS “NORTH CAROLINA” LIKE AN ICE-COLD BOTTLE OF CHEERWINE

Los Angeles has big movie stars, and Boston has pro sports trophies,
but Salisbury has Cheerwine.

North Carolina's favorite cherry-flavored soda is known for its cheerful and bubbly personality along with a ruby-red color, resembling that of a fine wine. However, “Cheerwine” hasn’t always been this way...As soft drinks were taking the nation by storm in the early 20th century, L.D. Peeler was busy bottling up a mint-flavored soda pop. This “MintCola” lasted until the food shortages of World War 1, when buying large quantities of sugar became increasingly difficult. So, the businessman turned to a different, natural source of sweetness...cherries! This exciting new ingredient brought forth the legendary Cheerwine flavor, and the rest—as they say—is history.

Fast forward 100 years, and cherry-flavored soda is rather common...Go to the grocery store, head for the drink aisle, and you'll find upwards of 10 brands to choose from. So, what makes Cheerwine stand out from the rest?

① Cheerwine is the only American soda still being produced by the family who invented it!

After a century of operations in Rowan County, the family business is going strong! ...And only a few, trusted people have access to the secret Cheerwine formula.

② The Cheerwine logo goes great on all types of merchandise.

If you want the full, Salisbury experience, getting a Cheerwine ball cap or t-shirt is a must. Sure, most merch can be ordered online these days, but a trip to Fullers Market for Cheerwine socks, lanyards, chairs, coolers, and more is the proper way to pay homage.

③ Cheerwine has strong relationships with customers from every generation.

After 100 years of business, Cheerwine has a definite nostalgia factor, which is a great way to connect with older generations. In fact, some of the largest companies in the world, like Disney and Nintendo, heavily rely on nostalgia in their marketing strategies. But, when it comes to reaching new, younger audiences, brands must find a different way to be relevant.

In recent years, Cheerwine has been able to expand their reach via the internet. Even in the early days of the social networking era, the brand found success by producing video content for social media. To this day, Cheerwine reaches a large audience through Facebook and is getting even more exposure through user-generated content on YouTube.

Across all platforms, Cheerwine taste test videos have garnered close to a million views! The consensus of these video reviews is that most cherry-flavored snacks taste overpowering and artificial, but Cheerwine is the perfect blend of sweet and smooth.

While the Cheerwine recipe is a well-kept secret, the ingredients to their long-lived success are obvious. For 105 years and counting, the brand has been able to connect with people, maintain a good product quality, and prove that good business is built and grown right here, in North Carolina.