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Version 1.0

Status Published

19461

M/DEW CITRUS 500ML PET X24

Carbonated Citrus Flavoured Soft Drink 24x

PRODUCT DESCRIPTION

The Original Mountain Dew, the flavour that started it all, is still out there entertaining the tastebuds of millions. It's for those times when you're in need of something special...it's for always. So what exactly is Mountain Dew? It's complicated. Perhaps we can start with the flavour. It's certainly citrus, but it serenades each person's taste buds with a different song. What about the texture? It's smooth with confident carbonation. The colour? It defies the colour wheel...It's simply Mountain Dew. So ask a hundred people what exactly is Mountain Dew, and you'll see that it defies all definition yet remains the most charismatic beverage out there. The secret is what it represents. It's about the people that DO THE DEW, people that choose to live life authentically. It's about your best life, your dreams...your most exhilarating future. It's about life's climactic moments where everything seems to fade into nihility except the Dew, and you doing you. So the next time you need something special, Crack open a cold can of Mtn Dew and refresh your taste buds. #DOTHEDEW #ChargedForAnything #MountainDew.

Manufacturer	Britvic Soft Drinks Limited
Manufacturer Product Code	209023
Manufacturer Version	v1
Number	
Effective Date	Nov 12, 2024
Product Type	Drink
Product Category	Carbonated & Soft Drinks
Storage Type	Ambient
Erudus ID	03f39bc2582149f9bb0f7c1361ccf3ec
Specification Type	Drinks



Inner Component GTIN	4060800135346
Outer Case GTIN	04060800135360
Pallet GTIN	05010102204317



INGREDIENTS

Ingredient Declaration

Carbonated Water, Sugar, Acid (Citric Acid), Flavourings (including Caffeine), Antioxidant (Ascorbic Acid), Preservative (Potassium Sorbate), Stabiliser (Gum Arabic, Glycerol Esters of Wood Rosins), Colour (Beta Carotene).

ALLERGENS

Product Contains:			
Celery/Celeriac	No	Mustard	No
Cereals Containing Gluten	No	Nuts (Tree)	No
Barley	No	Almond nuts	No
Oats	No	Brazil nuts	No
Rye	No	Cashew nuts	No
Wheat (including Spelt and Khorasan)	No	Hazelnuts	No
Crustacea	No	Macadamia (Queensland) nuts	No
Eggs	No	Pecan nuts	No
Fish	No	Pistachio nuts	No
Lupin	No	Walnuts	No
Milk	No	Peanuts	No
Molluscs	No	Sesame Seeds	No
		Soybeans	No
		Sulphur Dioxide and Sulphites	No

SUPPLEMENTARY
INGREDIENT
INFORMATION

Palm Oil	No	CBD Concentration per Unit	0 mg
Hydrogenated Vegetable Oil/Fat	No		
GM Protein/DNA	No		

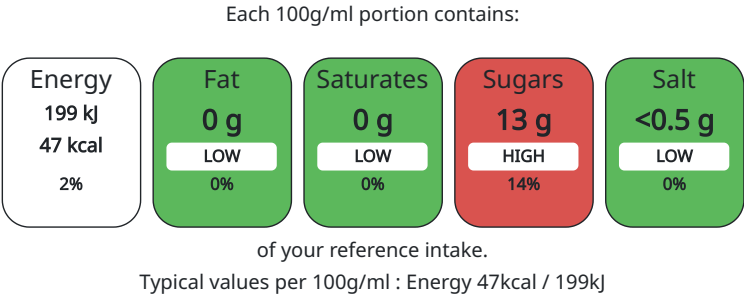
ADDITIVES

Product Contains:			
Artificial Antioxidants	No	Artificial Flavourings	No
Artificial Colours	Yes	Artificial Preservatives	No
Artificial Flavour Enhancers	No	Artificial Sweeteners	No

DIET SUITABILITY

Vegan Diet	Suitable for	Vegetarian Diet	Suitable for
Halal Diet	No	Kosher Diet	No

NUTRITIONAL
INFORMATION AS
SOLD



Nutrient	per 100ml	RI per 100ml
Energy (kj)	199 kj	2%
Energy (kcal)	47 kcal	2%
Fat	0 g	
of which Saturates	0 g	
of which Mono-unsaturates	0 g	
of which Polyunsaturates	0 g	
Carbohydrate	13 g	5%
of which Sugars	13 g	14%
Protein	0 g	
Salt	0.02 g	0%
Sodium	0.02 mg	

NUTRITIONAL
INFORMATION AS
PREPARED

Nutrient	per 100g/ml prepared	RI per 100g/ml prepared
Energy (kcal)		

HFSS (HIGH IN
FAT, SALT AND
SUGAR)

HFSS Status	No
HFSS Score	0

HANDLING &
STORAGE
INFORMATION

Directions For Use	
Ready to drink	
Storage Instructions	
Store in a cool and dry place	
Storage Instructions After Opening	
Store in a cool and dry place	
Shelf Life from Time of Production	180 Days
Shelf Life From Opening	3 Days

ORIGIN

Product Country of Origin	United Kingdom
Origin of the Primary Ingredient	

PRODUCT
CHARACTERISTICS
CONFIGURATION

Standards Testing	
Case Configuration	Inner Pack Configuration
Variable Inner Components in Outer Case	No
Total Quantity of Inner Components in Outer Case	24 Units
Is the Outer Case Splittable?	Yes

PRODUCT
WEIGHTS

Inner Component	
Outer Case	
Outer Case Gross Weight	13.1 kg
Outer Case Net Weight	12.59 kg

PRODUCT
DIMENSIONS

Inner Component	
Inner Component Depth	65.5 mm
Inner Component Width	65.5 mm
Inner Component Height	221 mm
Inner Component Diameter	66 mm
Outer Case	
Outer Case Depth	395 mm
Outer Case Width	264 mm
Outer Case Height	222 mm

PALLET
INFORMATION

Quantity of Cases Per Pallet Layer	10 Cases	Pallet Type	UK Standard Pallet
Quantity of Layers Per Pallet	6 Layers	Pallet Height	1.49 MTR
Quantity of Cases Per Pallet	60 Cases	Pallet Gross Weight	816 kg

MARKETING
INFORMATION

Marketing Description	
MOUNTAIN DEW ORIGINAL - The Original, the one that started it all; This green magic will quench your thirst every day of the week BOLD TASTE - Your taste buds will thank you when you experience the crisp, bold lemon-lime flavour REFRESHING - The right balance of bursting citrus flavour, sweetness and carbonation to leave you feeling refreshed SHARABLE - Suitable to bring chuggable refreshment to your next party or gathering; Pack of 24 bottles; Each bottle contains 500 ml of great tasting Mountain Dew LET'S DO - There are those who don't... and those who do; Can, bottle or glass, it is always a good time for the DEW - DoTheDew -ChargedForAnything	

SAFETY &
WARNINGS

Product Health Warning

Contains caffeine

CONTACT
INFORMATION

Address

Britvic Soft Drinks Limited
Breakspear Park
Breakspear Way
HP2 4TZ
Hemel Hempstead
Hertfordshire
United Kingdom

Graham.Townes@carlsbergbritvic.co.uk

Technical

Nikki Burton
UKSMTechnicalInformationRequests@CarlsbergBritvic.co.uk
+44 (0) 7736747481
Technical Specifications Manager

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