

# GET INTO THE SPOOKY SPIRIT WITH RC DRACOLA DRINK

Submitted by: Cott beverages

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Fang-tastic fizz for a £1

If you're looking to create a devilishly delicious spread this Halloween, you'll love this limited edition RC Dracula from the American drinks brand Royal Crown (RC) Cola.

With its blood-red colour and refreshing bubbles, this fang-tastic fizz will make the perfect drink for any Halloween party. What's more, its seasonally suited label even glows in the dark making it the perfect twilight tippie.

In fact, the only thing that's not so scary about this product is the price! At just £1 per 2litre bottle, RC Dracula offers fantastic value for money and makes an ideal party treat.

Here are a few serving tips to try:

Create an ice-scream cola float by popping a scoop of ice cream into a half-filled glass of RC Dracula.

Prepare a petrifying punch with RC Dracula as your base and garnish this with eyeball sweets.

Pop a pair of plastic vampire fangs over the base of a glass and the fill with Dracula and crushed ice for a fresh and frightening treat.

RC's limited edition red cola, RC Dracula, is available at 217 Asda stores across the UK (whilst stocks last). The name Dracula was created by Asda customer, Jodie Daubny, following a nationwide competition this year.

-Ends-

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For further information please contact Naomi Biltcliffe or Rebecca Mann by email [rccola@lucre.co.uk](mailto:rccola@lucre.co.uk) or telephone 0113 243 1117.

Notes to Editors

1. Originally launched in 1905 by Claud Hatcher in Columbus, Georgia, U.S.A., consumers first knew RC® cola as "Chero-Cola". In 1934, Chero-Cola was reformulated and re-released as Royal Crown.
2. RC cola proudly introduced a series of industry firsts:
  - a. 1950s – First to sell soft drinks nationally in cans and to introduce the 16 ounce bottle
  - b. 1960s – First to introduce a low-calorie diet cola, Diet Rite, and the all-aluminium beverage

can

c. 1980s - First to introduce a caffeine free diet cola, RC 100 and a diet cherry cola Diet Cherry RC

3. RC cola is a part of American popular culture:

a. Television/Movies –RC was featured in the Jerry Lewis movie, The Nutty Professor and The Green Mile with Tom Hanks.

b. Celebrity Endorsements – RC cola enhanced advertising with the use of celebrities such as Bing Crosby, Joan Crawford, Bob Hope, Lucille Ball, Elizabeth Scott and Hedy Lamarr.