

# Dr Pepper Museum & Free Enterprise Institute

WACO

Dr Pepper®

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MUSEUM

&  
FREE ENTERPRISE INSTITUTE

# Vision Statement

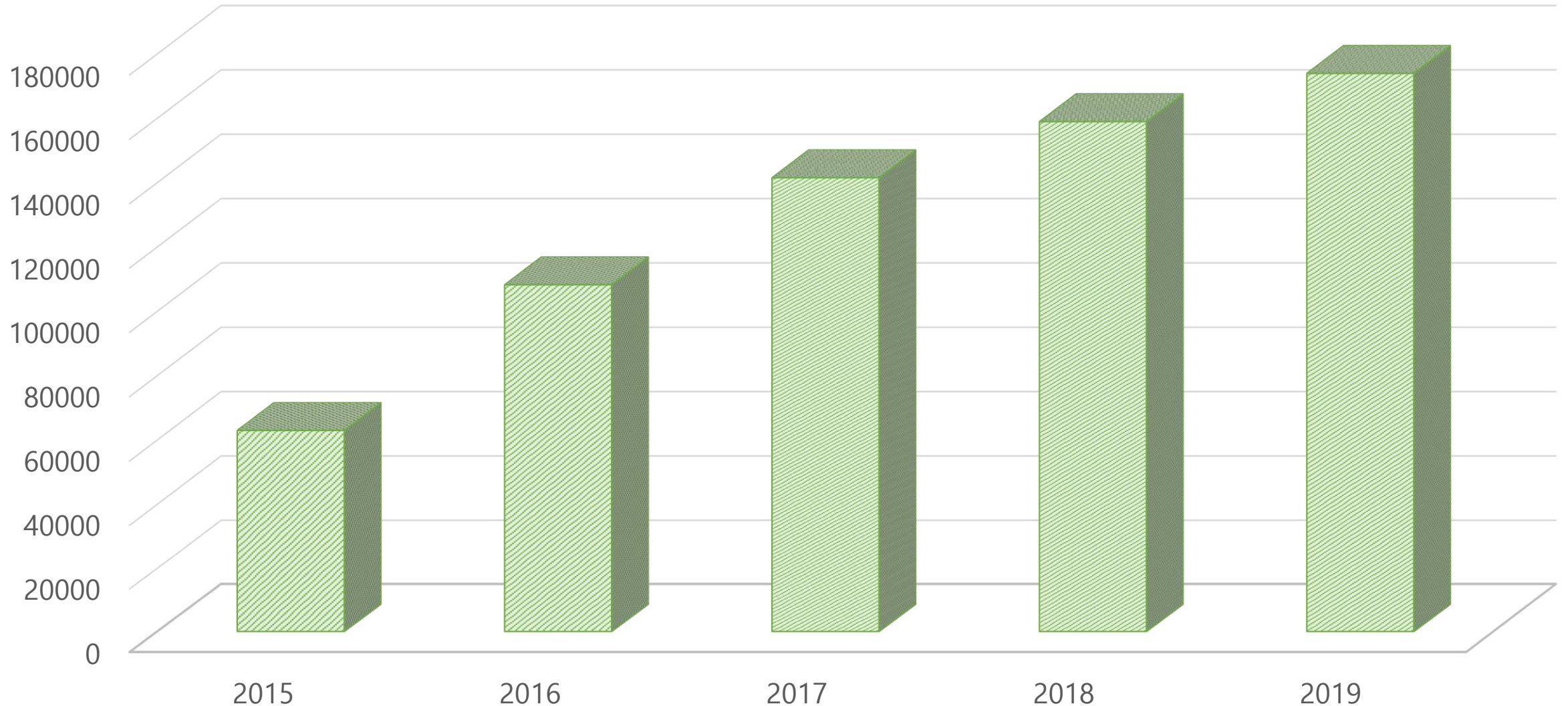
**We are dedicated to being the finest museum in the world devoted to telling the story of the soft drink industry and to using this industry as a practical model of the free enterprise system.**





# Annual Visitation

■ Annual Attendance











0 500 1000 miles







Museum Visitor #2,000,000



# Free Dr Pepper!

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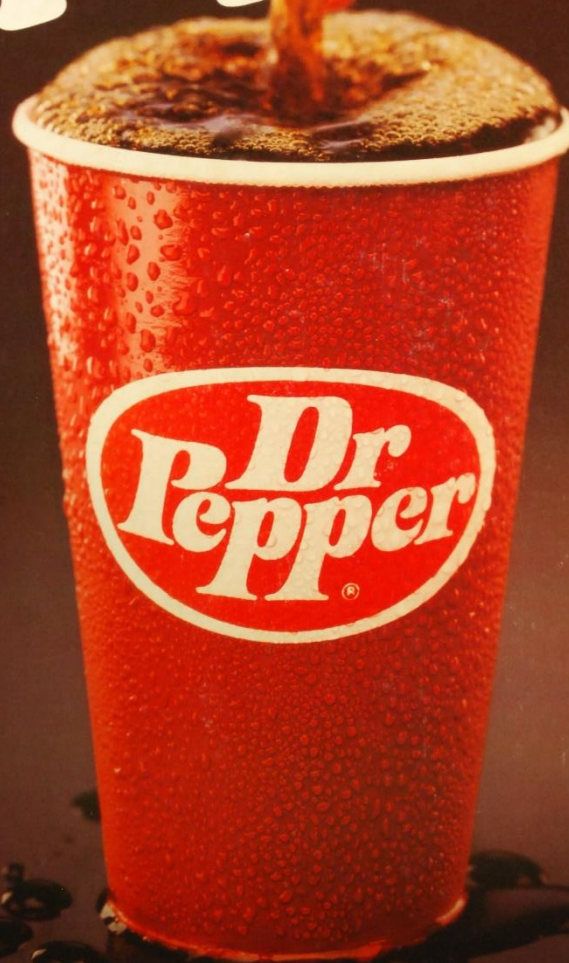
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# Be a Pepper®











# Keurig Dr Pepper





# Big Plans for 2020

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# Brick & Mortar Repair





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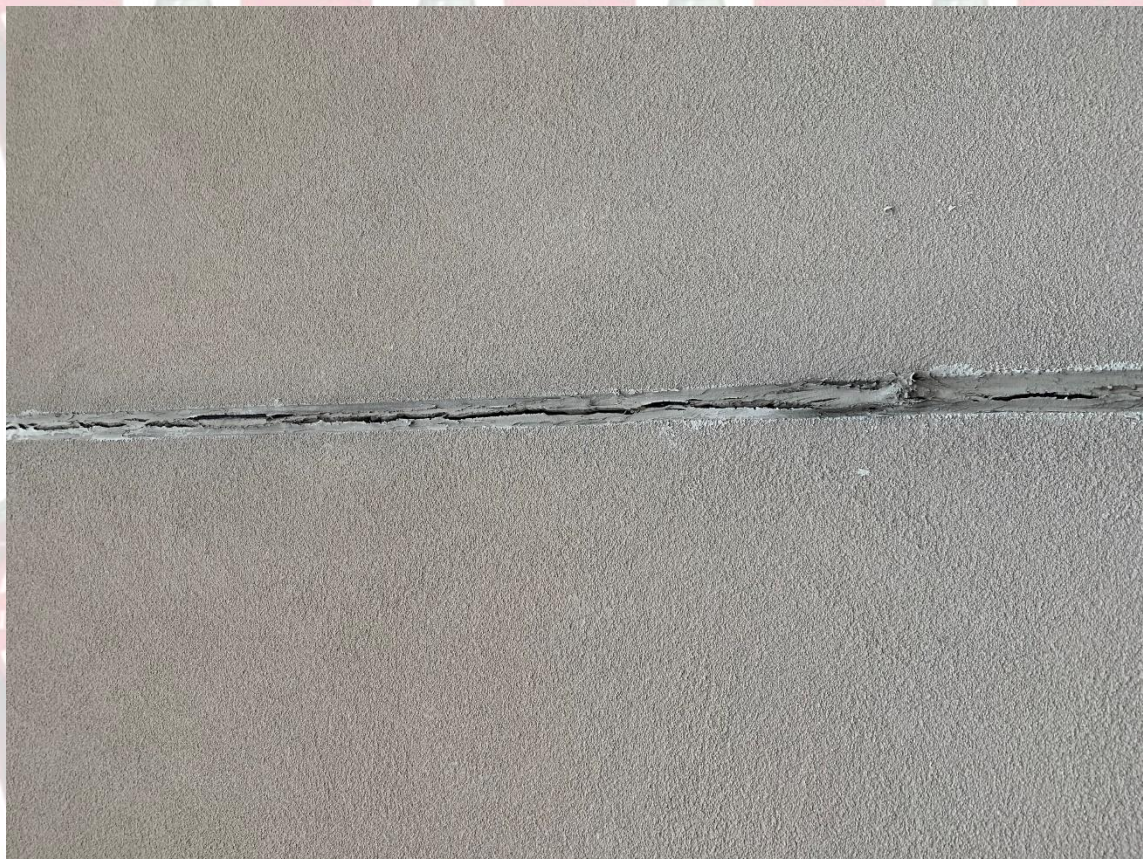
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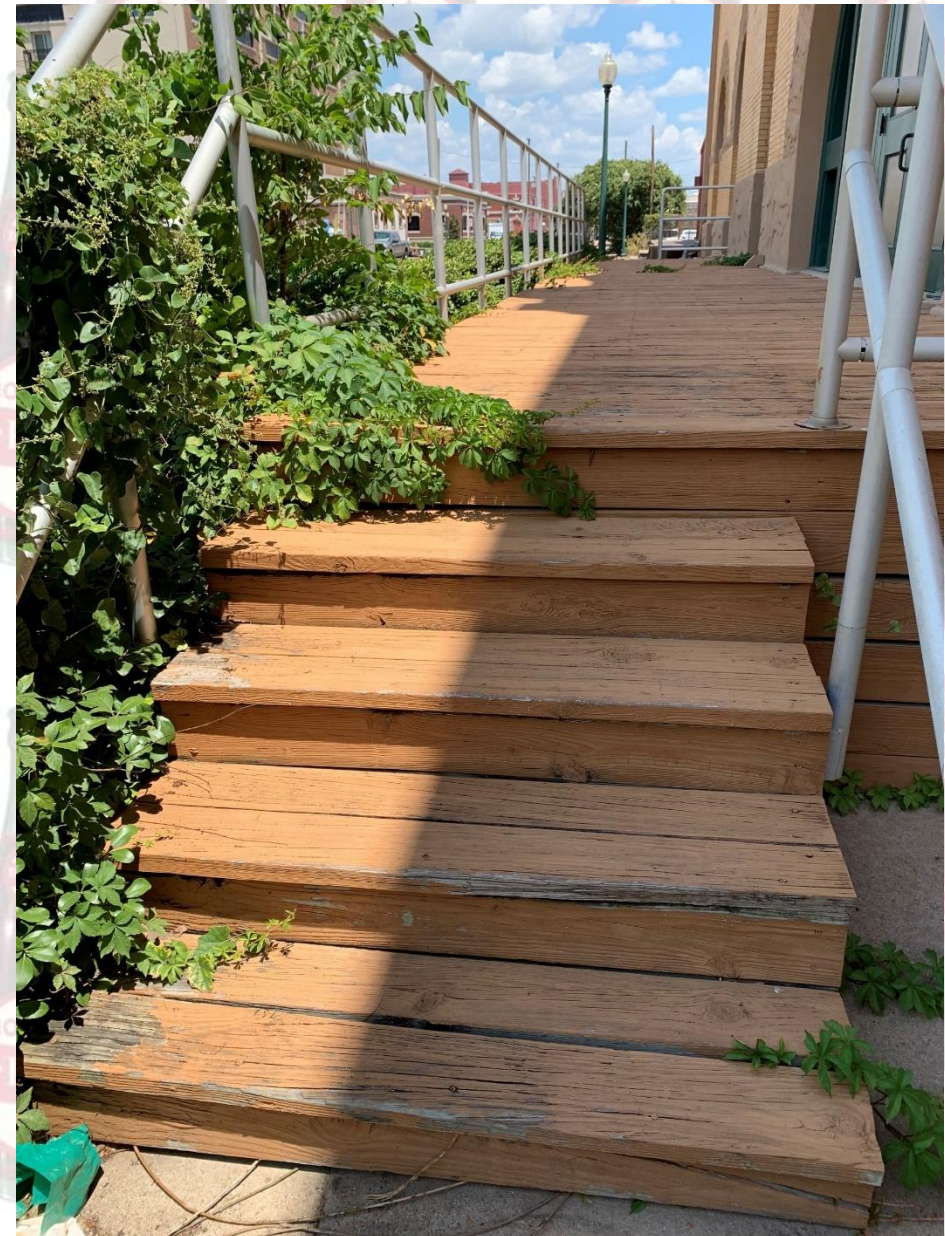






# Dock Renovation









# Cupola Restoration







# Project Sponsors

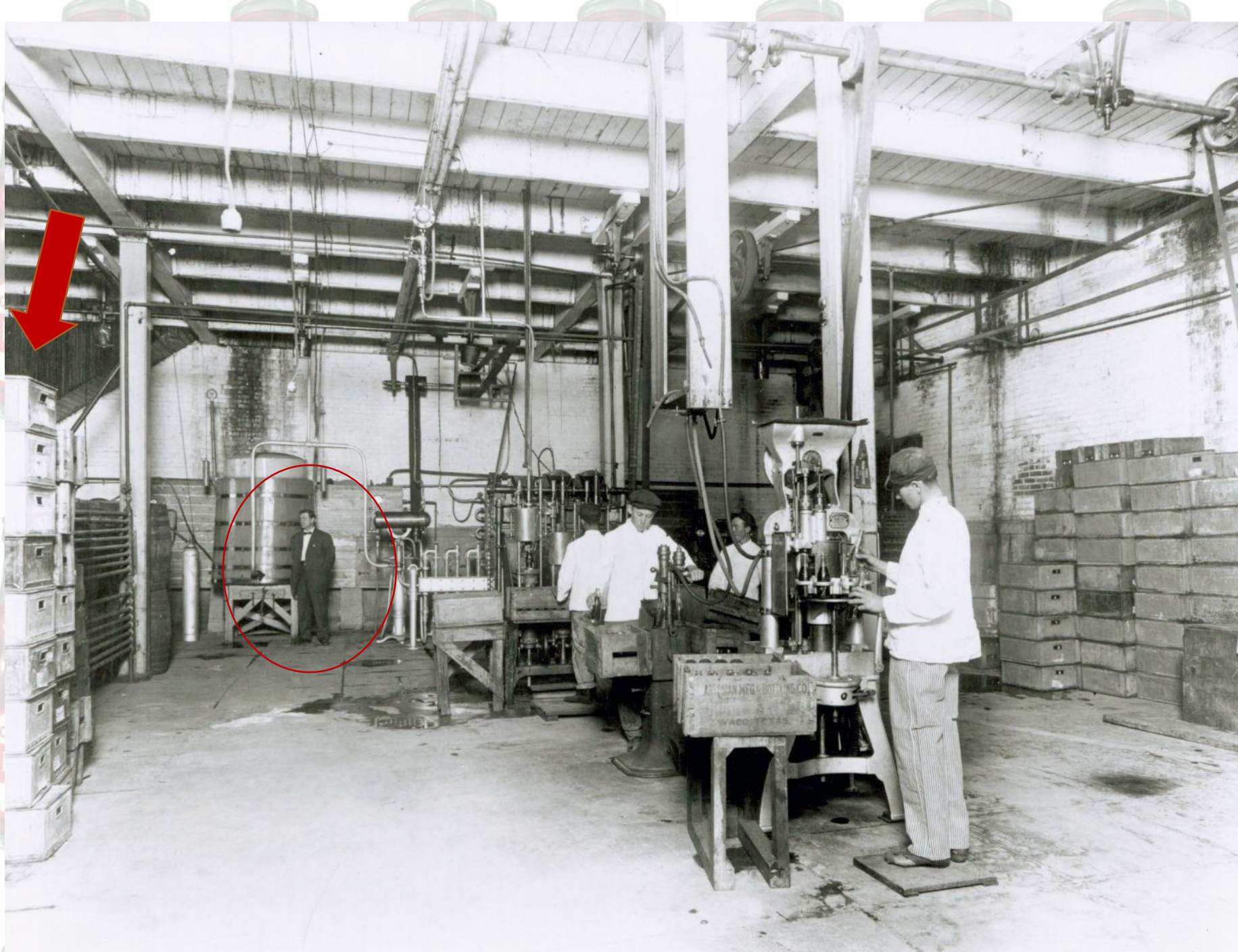


T H E  
**SUMMERLEE**  
F O U N D A T I O N

**10-2-4  
Challenge  
Grant  
Donors**







Bottling  
Room  
Update





# Healing Waters





# Dr Pepper Museum



# New Branding!

Original Home of Dr Pepper  
Original Home of Big Red





# New Museum Store



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# Expanded Soda Fountain Seating





# Thank You!

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