

Charles's Presentation

(For Willie's Party)

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A Chilling Message

- Last year I lost somebody close to me
- You or your loved ones may be feeling the effects of this loss (perhaps secondary or tertiary ripple effects)
- Please tell your friends and family that you love them



Pibb Xtra is Gone



Figure: RIP Pibb Xtra 2001 — 2025



The Terrible News

- Pibb Xtra (PX) rebranded and reformulated in October 2025 to Mr. Pibb (MP) ^a
- Flavor profile is substantially different and caffeine has been increased by 30%
- PX is gone for the foreseeable future, this is not a dual release

^aNot to be confused with the 1972 Mr. Pibb (MP₀) a.k.a. 'Peppo'

Mr. Pibb is Back and Bolder than Ever

 Mr Pibb

30 October 2025

Brands



Flavor Profile

- Coca-Cola claims that MP is “Bolder than Ever,” necessarily implying that it must be bolder than PX
- This notion is **not defensible**, and many agree that MP is substantially milder than its predecessor
- Coca-Cola highlights “sweet cherry” and “caramel” flavors, with “a spicy bite” as an **afterthought**
- Pibbheads love PX because it is a **spicy cherry soda**, not because of any caramel flavor

With 30% more caffeine than Pibb Xtra and a bold, delicious taste profile featuring intensely sweet cherry with hints of caramel and a spicy bite, Mr. Pibb is crafted for consumers looking for flavor with a kick. Mr. Pibb and Mr. Pibb Zero Sugar will be available in 12-packs of 12-oz. cans, as well as 20-oz. and 2-liter bottles (Mr. Pibb only), at participating retailers.



“But isn’t it just Dr. Pepper?”

- **No!**
- Dr. Pepper is an excellent soda but over time has lost its flavor identity, like Coca-Cola it is now basically just an amber-colored bubbly liquid with a bite
- MP is now more differentiated from PX/DP, but so is pumpkin juice and warm milk
- PX was always true to its roots: **spicy** and **cherry**



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Community Feedback



u/VisserGaming · 2 mo. ago

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Where to find Pibb in New England?

I live in Massachusetts and I've looked far and wide for Pibb. I've driven all the way up to Maine and down to Road Island in search of the holy beverage. Does anyone know where I can get my hands on some in the area? Willing to trade Moxie cans for some if need be.



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Share



u/GTRadicle · 2 mo. ago

...

Gentlemen. I just want you all to know that even if xtra is gone, your still loved and it'll be okay.



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Share



u/Octowen · 3 mo. ago

...

I can't believe they've done this to me

Pibb Xtra was my favorite soda. Watching it disappear from soda fountains over the years as most Coca Cola fountains opted for Dr Pepper instead was very disheartening, but it honestly kinda made it more special. Any time I came across a restaurant or gas station that had it on the fountain or in cans/bottles, it was like discovering a rare gemstone. There are several gas stations in my area I would ONLY go to for Pibb Xtra. There are some restaurants, such as chipotle, that I would eat at more often than I normally would so that I could have Pibb Xtra. So as you can imagine, the recipe change/rebranding upset me greatly. But I stayed optimistic that...



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Community Feedback

Spicy Cherry still in circulation



Community Feedback

What's the Deal with Mr Pibb?

I heard Coke was bringing back Mr Pibb, and I've even seen it sometimes like at Disney of all places, but I can't seem to find it in stores?? (I currently reside in Utah)

They said there was gonna be a National Rollout in 2026, has that just not happened yet? I need my Pibb fix...

Edit : So I made this post, and not even a couple Hours later I walked into a 7/11 and found some in one of the fridges. Unfortunately the Vanilla and Peach Flavors weren't there, But the regular and zero versions were.

It tastes a little different from Xtra, If anything I hope they roll out some "Pibb Classic" flavor with the old Xtra taste, But overall I am satisfied to have some Mr Pibb at last.

Thanks to everyone who responded, If I'd waited a little bit to make the post I probably wouldn't have needed to ask lol

hot take, pibb xtra is better than dr pepper

