

## Diet Dr. Pepper

The chapter I was assigned was Diet Dr. Pepper. John Green talks about the coming up of Dr. Pepper in 1885 in Waco, Texas. This pharmacist by the name of Charels Alderston combined twenty-three syrups to create Dr. Pepper. Alderston would eventually sell his recipe to Woodrow Wilson Clements who attended the University of Alabama and earned a football scholarship. By his senior year he was working as a Dr. Pepper salesman and fifty-one years later he retired as CEO of a soft drink company worth 400 million. Years later in 2020 that same company would then be worth over 4 billion. "I've always maintained" is a saying that Clements said in the chapter mainly describing his success. His soft drink was so distinct from others because it did not taste like anything else. It was not until 1962 that Diet Dr. Pepper first released. Upon hitting the shelves in local stores it was not a huge success, in fact it was a "failure" (Green, John). In 1991 an innovation was made to Diet Dr. Pepper, an addition to a new artificial sweetener, aspartame. There was also this whole thing about Dr. Pepper and Diet Dr. Pepper tasting the same, to me personally they taste completely opposite though. My perspective on why John Green wrote about this topic is because I believe he genuinely found it interesting, as did I. Hearing about the come up of a company that is very relevant in today's society is interesting. Learning about their triumphs and failures showing that success does not happen overnight. Based on what I read I would say this chapter helps Green find a life of significance. From Clements point of view I would say he lives a life of significance. From the jump, Clements was a University of Alabama grad, was dialed into what he wanted to do with his life by his seniors and worked hard at it. Like I mentioned earlier he had setbacks with his second soft drink Diet Dr. Pepper, which is not a bad thing. Failure breeds success which means without failure you cannot succeed. Honestly it was an intriguing chapter, usually when I read it took a lot for me to concentrate but just with the name of the chapter I was locked from the start I give this chapter 4 stars. It would get 5 stars if it did a deeper dive into the failure side of Diet Dr. Pepper, what made Diet Dr. Pepper not succeed in the first place.

