

MTN DEW collaborates with KFC

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MTN DEW Sweet Lightning is the first exclusive beverage to be offered at KFC



Mountain Dew® and KFC® are partnering to electrify their beverage lineup with Sweet Lightning. Available exclusively at KFC restaurants nationwide by July 1, DEW is fixin' up a soda for people.

MTN DEW Sweet Lightning is the first exclusive beverage to be offered at KFC. For DEW, this is only the second time the brand has partnered with a quick-service restaurant – the first being the hugely successful Baja Blast which debuted at KFC's sister restaurant, Taco Bell, nearly a decade-and-a-half ago.

Nicole Portwood, vice president of marketing, MTN DEW said, "Like KFC, MTN DEW is inspired by bold ideas and flavors, making this an authentic relationship from the start. To come together on an exclusive product – Sweet Lightning – is a thrill, and we look forward to delighting our customers' taste buds and pushing the envelope on creativity."

Sweet Lightning was developed in partnership with the food and beverage innovation experts at KFC and MTN DEW to create the perfect pairing for KFC's Original Recipe fried chicken. Original Recipe is a KFC brand staple, and the innovation experts for each brand wanted to create a beverage that is as unique as the fried chicken it was created to complement.

Andrea Zahumensky, chief marketing officer, KFC U.S. said, "With the addition of Sweet Lightning, we now have a drink that is as unique to KFC as the Colonel's secret blend of 11 herbs and spices. And like our world-famous fried chicken, Sweet Lightning will keep fans coming back for more."

MTN Dew's Sweet Lightning™ will be on permanent pour at KFC locations nationwide. The beverage joins a list of refreshing PepsiCo drinks already available at KFC.