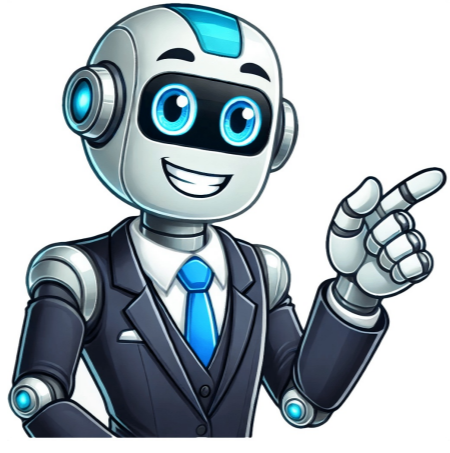


I'm not a bot



Netherlands, in 1967 Metal crossing markers saying "Drink 7up Safety First" were installed in many U.S. cities in the 1930s.[53] "Fresh-Up Freddie" was the rooster mascot for 7 Up in the 1950s. He gave viewers lessons about how to plan successful parties and picnics by having plenty of 7 Up on hand. The commercials were produced by Nethery, giving the character the specific Disney look of the time.[54] Freddie has been described as a hybrid of the rooster Panchito Pistoles from The Three Caballeros and the zany Aracuan bird from the same film.[54] He often was dressed in human clothes. Freddie also appeared in the 1957 Zorro TV series' commercial intermissions.[55] In these commercials, Freddie fought with Pete the Cat. Freddie, who was featured in a small amount of merchandising, was voiced by Paul Fries.[54] In the late 1960s and 1980s, Geoffrey Holder appeared in television ads as part of 7 Up's "Uncola" ad campaign, designed to highlight differences between 7 Up and other soft drinks on the market with cola flavoring. In the ads, Geoffrey holds a pair of cola nuts in one hand and a lemon & lime (used to flavor 7 Up) in the other hand and describes them as "Uncola nuts".[56] In 1987, 7 Up introduced Spot, the red-orange dot in the 7 Up logo anthropomorphized into a mascot. The character was used heavily in advertising and licensed items across the U.S., [57] including the 1993 platform video game Cool Spot, and its 1995 sequel, Spot Goes to Hollywood.[58] The cartoon character Fido Dido was used as a mascot in international areas from the late 1980s through the early 1990s, and was reintroduced in international markets in the early 2000s.[59] Since PepsiCo did not own the rights to 7 Up in the US, certain ads featuring Fido Dido were instead reworked to advertise the company's Slice brand of lemon-lime soda.[60] In the early 2000s, Orlando Jones served as the spokesperson for 7 Up in the United States in a series of commercials. Notably, one commercial had him wear a t-shirt that had 7 Up's then-slogan Make 7 Up Yours divided between the front and back with the double entendre on the back that featured the Up Yours part; 7 Up would sell the shirt through specialty retailer Spencer Gifts for many years.[61] In 1974, 7 Up became The Jerry Lewis MDA Labor Day Telethon's first corporate sponsor; this was at a time when its sponsorship was generally limited to trade unions and civic organizations.[62][63] Fizz-nik Vess Seven-Up Headquarters ^ Carbonated water, sugar, essence of lemon, lime oils, citric acid, sodium citrate and lithium citrate.[7] ^ a b c d e Lockhart, Bill; Brown, Bob (2024). "The Seven-Up Company and 7-Up Bottles The Real Story: A Look at the Myths, the Mystery, and the Magic" (PDF). Society for Historical Archaeology. Chapter 1 Chapter 2 ^ 7 Up – The Making of a Legend", brandspeoplelove.com. Cadbury-Schweppes. 2006. Archived from the original on April 30, 2008. 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