



For Immediate Release
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FAYGO CELEBRATES ITS 100TH BIRTHDAY

Official Observance on Monday, November 5th 2007

DETROIT- Faygo Beverages will observe its 100th birthday Monday, November 5th, culminating a year long celebration filled with special events and contests.

Faygo has been celebrating its centennial milestone with a series of activities. "What's Your Recipe? Contest" invited contestants to submit recipes using a Faygo beverage as the main ingredient. The winning recipes were published in Faygo's Centennial Recipe Book, for sale on Faygo's website www.Faygo.com.

Faygo also hosted the "Create-a-Flavor" contest. Consumers created original flavor names and designed matching labels. Faygo selected the winning flavor name and created a unique flavor to match. The winning idea, Centennial Soda, is available in stores now.

Faygo Beverages has always produced unique and original soda flavors for its loyal customers. Flavors such as the famous Redpop, Moon Mist and Grape have been a long time favorite of metro Detroit patrons and regional customers.

Faygo was founded by the Feigenson Brothers, immigrant bakers from Russia, which began as the Feigenson Brother Bottling Works on November 4, 1907. In the twenties they pared down their name to Faygo because it was too long to print on bottles. Eventually, the brothers bought a truck and delivered their product directly to homes and businesses.

The entrepreneurs were also credited with coining the term "Pop" for their soda because of the sound made when opening a bottle. The company expanded its business with a large facility on Gratiot Avenue in 1937, which serves as its bottling plant and headquarters to this day. In 1987, Faygo was purchased by National Beverage Corp of Fort Lauderdale, Florida.

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