

Session 08.

Snapple (F, February 18).

Discussion Questions

1. Why did Snapple flourish in the 1972-1993 period when so many small start-up premium fruit drinks remained small or disappeared?
2. During the 1972-1993 period, who were Snapple's customers? What customer benefits did Snapple provide to its customers?
3. What happened between 1994-1997? Did Quaker make an error in buying Snapple, did Quaker manage it badly, or was Snapple just a fading fad?
4. In 1997 Triarc acquired Snapple.
 - a. What does the anthropological research tell you about positioning Snapple?
 - b. What should Weinstein do to bring Snapple back, or is Snapple a dead brand that should be harvested?

Case Readings

Snapple (9-599-126)

Three Questions You Need to Ask About Your Brand (HBR R0209F)

Assignment Due

One of four assignments eligible for a case report.