



PRESS RELEASE

NEW AMERICAS BEVERAGES EXECUTIVE VICE PRESIDENT-MARKETING APPOINTED

25 Feb 04

Former YUM! Restaurants International chief marketing officer Randy Gier has been tapped to lead the marketing efforts for the Americas Beverages division of Cadbury Schweppes plc as executive vice president-marketing. Gier, 43, will be responsible for all aspects of marketing the company's beverage portfolio in the Americas, including Dr Pepper, Snapple, Mott's Apple Juice, Clamato and other category leading brands. His appointment is effective March 22, he will have offices at Plano, Texas, and in the Northeast, and he will report to Gilbert M. Cassagne, Americas Beverages president and CEO.

At YUM! Restaurants International, Gier was responsible for 39 separate marketing departments, as well as the stewardship of the company's five major brands - Pizza Hut, KFC, Taco Bell, Long John Silver's and A&W All-American Food Restaurants. Previously, he was chief marketing officer for Pizza Hut and KFC in the U.S., and earlier he was vice president of brand marketing at Frito-Lay, general manager of PepsiCo supermarket foods, brand manager with Pepsi-Cola, and a field manager with Pepsi Bottling Group in Tulsa, Okla.

"Randy's experience, leadership and focus on business objectives will aid us in the development of our future strategic marketing efforts as we continue to bring together brands from the Dr Pepper/Seven Up, Mott's and Snapple portfolios to form a growth-driven total refreshment beverage company," stated Cassagne. "He's a well-known, well-respected and results-driven manager whose strengths include developing strong marketing teams. He'll be a terrific asset because he knows the beverage business from the customer side, as well as from the supplier side."

"This is an exciting opportunity to continue to build great brands and great marketers," stated Gier. "I look forward to joining the Cadbury Schweppes Americas Beverages team to help continue the effort to maximize the value of its terrific portfolio of brands."

The Cadbury Schweppes Americas Beverages portfolio includes Dr Pepper, 7 UP, Snapple, Mott's, Hawaiian Punch, Yoo-Hoo, Nantucket Nectars and numerous additional consumer preferred brands. Headquartered in Plano, Texas, it is the largest beverage division of Cadbury Schweppes.

ends

for further information contact:

contact	telephone	fax	email
----------------	------------------	------------	--------------

Media

Mike Martin

+1 972 673 8470

notes to editors:

Cadbury Schweppes is a major global company which manufactures, markets and distributes branded beverages and confectionery products around the world. With origins stretching back over 200 years, today Cadbury Schweppes' products - which include brands such as Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trebor, Dentyne, Bubblicious and Bassett - are enjoyed in almost every country around the world. The Group employs around nearly 54,000 people and is a leading world-wide confectionery company. It is number one in sugar and functional confectionery, a strong number two in gum and the world's third largest soft drinks company.