

# SELF GUIDED RIDE SUGGESTIONS

## Dr. Pepper Museum (Waco TX)

### OUR LOCATION

Dr Pepper Museum and Free Enterprise Institute,  
300 South 5th Street, Waco, TX 76701,  
254-757-1025.

This is about 115 miles to the south of the  
Convention Center

### Hours of operation

Monday to Saturday 10:00 AM - 5:30 PM

Sunday 12:00 PM - 5:30 PM

Last ticket to the Museum gallery sold at 4:00 pm

### Admission Prices (Effective 5/27/2016)

Adults: \$10.00

Senior Adults: \$8.00

Students and children: \$6.00

Military with ID: \$8.00

4 years and under: Free

Guided tours are available for groups of ten or more  
who have called to schedule their tour at least a  
week in advance.

**DIRECTIONS AND MAP** (Map Coordinates GPS  
31.555084, -97.129974)

### About the Dr Pepper Museum

Built in 1906 by architect Milton Scott, the Artesian  
Manufacturing and Bottling Company was the first  
building dedicated to the manufacturing of Dr  
Pepper. Creating a Dr Pepper Museum was the vision of a few devoted enthusiasts of both Dr Pepper and its history. The  
Artesian Manufacturing and Bottling Company became the Dr Pepper Museum in 1989, then the Dr Pepper Museum and  
Free Enterprise Institute in 1997. Today it is the Museum's largest artifact and a tribute to the imagination and talent that  
fueled Dr Pepper's success throughout the years.

### Facilities

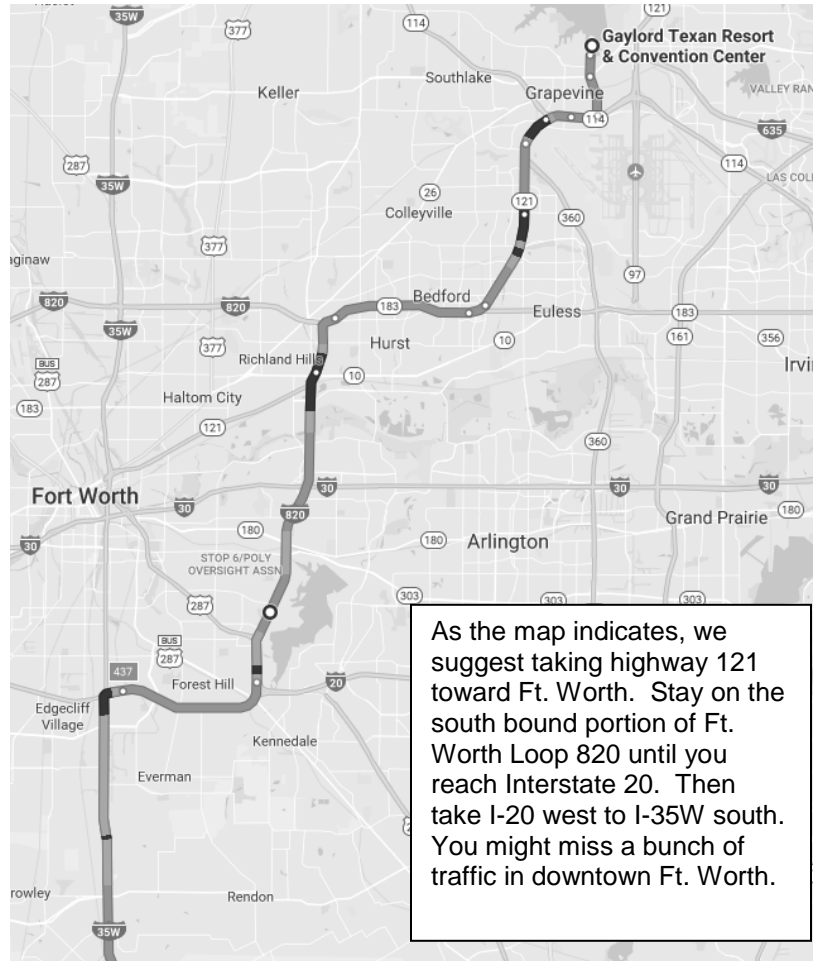
The Dr Pepper Museum includes the original 1906 bottling plant, a newly renovated courtyard and parking lot, and the  
historic Kellum-Rotan building. The Kellum-Rotan building was built in the 1880s, making it one of the oldest buildings  
remaining in downtown Waco. It is currently used to house the Museum's collection and in the future will house the  
Museum's administrative offices and additional exhibits. Both the Dr Pepper Museum and the Kellum-Rotan building are  
excellent examples of important American architecture and accurately preserved structures.

### The Collections

The Dr Pepper Museum holds one of the finest collections of soft drink memorabilia in the world. The items are not just Dr  
Pepper-related. All soft drink brands are welcome at the Dr Pepper Museum! From Pepsi-Cola to Kickapoo Joy Juice, the  
collections are a resource for information about the entire soft drink industry. The Dunagan Archives, soft drink related  
publications, audio-visual media, both the Dr Pepper Company and Dr Pepper Museum annals, and numerous original  
photographs are contained in the archival collections. The Dr Pepper Museum is frequently called upon to open the  
collections and archives to academic research, the motion picture and television industry, exhibition and graphic  
designers, and other museums making it a treasured public resource.

### About Dr Pepper

Dr Pepper is a native of Waco, Texas, and the oldest major soft drink in America. It was created by Dr. Charles Alderton  
at the Old Corner Drug Store in 1885, predating Coca-Cola by one year. From "Vim, Vigor, and Vitality," "Drink a Bite to  
Eat at 10, 2 and 4," "I'm a Pepper" to "Just What the Doctor Ordered," Dr Pepper's slogans over the years have made it  
one of the most unique success stories of American free enterprise. The values of innovation and quality have



consistently guided the Dr Pepper business, allowing this small, regional soft drink to attain international success without compromising the history that makes Dr Pepper so special. The Dr Pepper Museum is not owned or operated by Cadbury Schweppes Americas Beverages (the parent company of Dr Pepper) but is grateful for their continuing support.

**Southbound directions (upon entering Waco)**

Take Exit 335C for Martin Luther King Drive. You will drive on a bridge over the Brazos River, then go through the light at University Parks Drive. At the next light, turn right on 4th street (one way street). In four blocks turn left on Mary, then turn left on 5th Street (one way street). You will take an immediate right into the Museum parking lot.

# DISCOUNT COUPON

\$1.00 off admission at the



Good for up to 6 (six) tickets.

The Dr Pepper Museum is located at 300 South 5th Street in Waco, Texas. For more information call 254.757.1024. Not valid with any other offer.

