



# SNAPPLE® NAMED OFFICIAL TEA PARTNER OF THE NEW YORK KNICKS, NEW YORK RANGERS AND MADISON SQUARE GARDEN

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## Partnership Expands Snapple Tea's Presence in its Hometown of New York, Offering Product Sampling, a Snapple Concession Space and More at Concerts, Comedy Shows, and Knicks and Rangers Games

NEW YORK, April 10, 2025 /PRNewswire/ -- Madison Square Garden Sports Corp. (NYSE: MSGS) ("MSG Sports") and Madison Square Garden Entertainment Corp. (NYSE: MSGE) ("MSG Entertainment") announced today a multi-year agreement with Snapple®, a beverage brand of Keurig Dr Pepper (KDP), making the brand the Official Tea Partner of the New York Knicks, New York Rangers, The Garden and MSG's Arena Concert Series.

The partnership brings Snapple's beloved tea beverages to MSG through a brand-new, dedicated and fully-branded concession stand, the "Snapple Mini Mart." The stand is New York City themed, including a "Statue of Liber-Tea" photo opportunity and Knicks, Rangers and MSG signage, located outside Section 111 on the Sixth Floor Concourse, and open for public events at the arena.

As the Official Tea Partner of the Knicks and Rangers, Snapple will be featured on in-venue digital signage throughout the arena on game days, including on GardenVision during select home games. Fans attending Knicks and Rangers games will have access to exclusive sampling opportunities from Snapple, providing them with a chance to be among the first to taste the latest innovations from the brand.

Additionally, as the Official Tea Partner of the Arena Concert Series, Snapple will be showcased on select digital signage during Arena Concert Series shows and will have the opportunity to create and conduct sweepstakes for fans in connection with the Concert Series.

Throughout the partnership, six Snapple flavors will be available for purchase at select concession stands throughout the arena, including Zero Sugar Raspberry Tea, Half n' Half Lemonade Iced Tea, Peach Tea, Zero Sugar Peach Tea, Lemon Tea, and Zero Sugar Lemon Tea.

"We're excited to welcome Snapple as the Official Tea Partner of the Knicks, Rangers, The Garden and the Arena Concert Series. The addition of their New York City inspired concession stand is a perfect way to highlight their connection to the city, while also offering guests a variety of premium beverage options," said Doug Jossem, EVP, Global Sports & Entertainment Partnerships, MSG Sports and MSG Entertainment. "Together, we will continue to deliver exceptional experiences to our fans in the city and beyond."

"Snapple's partnership with The World's Most Famous Arena allows us to reach existing and new fans in the brand's birthplace of New York City, while expanding to a global audience seeking flavorful beverages and experiences," said Derek Dabrowski, Senior Vice President of Brand Marketing, U.S. Refreshment Beverages at Keurig Dr Pepper. "We look forward to Snapple being a part of the fun and joy that comes from an experience at The Garden as we bring these two New York icons together."

Snapple has a rich history that dates back to the brand's founding in 1972 by three childhood friends in Brooklyn, New York. Since then, the brand has excelled in developing innovative ready-to-drink teas and juice drinks with a current range of 27 flavors that include fun, collectible bottle caps with quirky facts. Visit [snapple.com](https://www.snapple.com) or follow on **TikTok** and **Instagram** (@Snapple) to stay up to date on the latest news from the brand.

### About Madison Square Garden Entertainment Corp.

Madison Square Garden Entertainment Corp. (MSG Entertainment) is a leader in live entertainment, delivering unforgettable experiences while forging deep connections with diverse and passionate audiences. The Company's portfolio includes a collection of world-renowned venues – New York's Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall, and Beacon Theatre; and The Chicago Theatre – that showcase a broad array of sporting events, concerts, family shows, and special events for millions of guests annually. In addition, the Company features the original production, the Christmas Spectacular Starring the Radio City Rockettes, which has been a holiday tradition for more than 90 years. More information is available at [www.msgentertainment.com](https://www.msgentertainment.com).

### About Madison Square Garden Sports Corp.

Madison Square Garden Sports Corp. (MSG Sports) is a leading professional sports company, with a collection of assets that includes the New York Knicks (NBA) and the New York Rangers (NHL), as well as two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL). MSG Sports also operates a professional sports team performance center – the MSG Training Center in Greenburgh, NY. More information is



available at [www.msgsports.com](http://www.msgsports.com).

## About Snapple

Snapple, a brand of Keurig Dr Pepper (KDP), is a leader in great-tasting premium beverages. Founded in 1972 by three childhood friends, Snapple got its start in New York and is now available throughout the United States. Snapple prides itself on developing, producing, and marketing a wide variety of premium beverages, including ready-to-drink teas and juice drinks. For more information, visit [Snapple.com](http://Snapple.com) or [KeurigDrPepper.com](http://KeurigDrPepper.com). For the brand's latest news and updates, follow Snapple at [Facebook.com/Snapple](https://Facebook.com/Snapple) or [Instagram.com/Snapple](https://Instagram.com/Snapple).

## About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: KDP) is a leading beverage company in North America, with a portfolio of more than 125 owned, licensed and partner brands and powerful distribution capabilities to provide a beverage for every need, anytime, anywhere. With annual revenue of more than \$15 billion, we hold leadership positions in beverage categories including carbonated soft drinks, coffee, tea, water, juice and mixers, and have the #1 single serve coffee brewing system in the U.S. and Canada. Our innovative partnership model builds emerging growth platforms in categories such as premium coffee, energy, sports hydration and ready-to-drink coffee. Our brands include Keurig®, Dr Pepper®, Canada Dry®, Mott's®, A&W®, Peñafiel®, Snapple®, 7UP®, Green Mountain Coffee Roasters®, GHOST®, Clamato®, Core Hydration® and The Original Donut Shop®. Driven by a purpose to Drink Well. Do Good., our 29,000 employees aim to enhance the experience of every beverage occasion and to make a positive impact for people, communities and the planet. For more information, visit [www.keurigdrpepper.com](http://www.keurigdrpepper.com) and follow us @KeurigDrPepper on LinkedIn and Instagram.

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