

EVER WANT TO PUT YOUR STAMP ON ONE OF YOUR FAVORITE BRANDS? WELL NOW'S YOUR CHANCE. I'M A-J.

MOUNTAIN DEW WILL LAUNCH ITS FIRST-EVER MALT-FLAVORED SODA, AND BEFORE IT ROLLS OUT NATIONWIDE, THEY WANT YOUR INPUT.

THE FIRST BATCH OF THE NEW DEW WILL HIT STORES IN JUST A FEW SELECT CITIES STARTING THIS MONTH. IT'S DUBBED JOHNSON CITY GOLD, INSPIRED BY THE SODA'S ROOTS THAT EXTEND FROM THE FOOTHILLS OF TENNESSEE TO THE SHORES OF CAROLINA. WHAT THEY CALL THE SECOND BATCH IS UP TO YOU. FROM NOW THROUGH THURSDAY, AUGUST SIXTEENTH, YOU'LL HAVE THE CHANCE TO HONOR YOUR NECK OF THE WOODS. YOU CAN SUBMIT POTENTIAL PRODUCT NAMES THAT ARE REPRESENTATIVE OF YOUR REGIONS OF THE US FOR THE MALT-FLAVORED SODA THAT WILL HIT SHELVES NATIONWIDE IN TWENTY THIRTEEN. NAMES WILL BE SELECTED FOR SIX REGIONS THROUGHOUT THE COUNTRY. ONE PRODUCT NAME, PER AREA, PER DAY CAN BE SUBMITTED AND NAMES WILL BE VOTED ON BY FANS. FINALISTS WILL SCORE CUSTOM GEAR FEATURING THEIR SUGGESTED PRODUCT NAME.

FOR MORE INFORMATION ON HOW TO PERSONALIZE YOUR DEW, OFFICIAL CONTEST RULES AND TO ENTER, VISIT YOUR MALT DEW DOT COM.