

EXHIBIT 10



Dr Pepper Company
P.O. Box 655086, Dallas, Texas 75265-5086
8144 Walnut Hill Lane, Dallas, Texas 75231-8144 • 214/360-7000

February 16, 1989

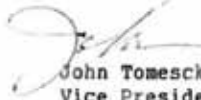
Mr. Bill Kloster
Dr Pepper Bottling Company
P. O. Box 307
Dublin, TX 76446

Dear Bill:

Just a brief note to thank you for the 6.5 oz Dr Pepper you sent me. I really enjoyed tasting the true taste of Dr Pepper with cane sugar.

Thank you for thinking of me.

Sincerely,


John Tomescko
Vice President
Southwest Region

JT:lcr