



Hill Country Film Festival and Fritztown Cinema to Screen **BOTTLED UP – THE BATTLE OVER DUBLIN DR PEPPER**

Monthly Series Features Free Screening of Texas Documentary

AUSTIN, Texas (July 28, 2014) – The [Hill Country Film Festival](#) (HCFF), an annual independent film event in Fredericksburg, Texas, held in late April, and presented by the Hill Country Film Society, has partnered with [Fritztown Cinema](#) to promote the art of independent filmmaking through a monthly “indie screening series” in Fredericksburg.

WHAT: The seventh film presentation of the collaborative efforts of HCFF and Fritztown Cinema is [BOTTLED UP – THE BATTLE OVER DUBLIN DR PEPPER](#) (d. Drew Rist, U.S., 2014). This feature length documentary details the story of a small Texas town, Dublin, which was the first place to bottle the soft drink Dr. Pepper in 1891. The film details the events and history leading up to the demise of the relationship between Dublin Dr. Pepper and its parent corporation Dr. Pepper-Snapple Group in 2012.

Dublin Dr. Pepper garnered cult-like status in the 1970s by continuing to produce Dr. Pepper with pure cane sugar while the soda industry switched to high fructose corn syrup. With exclusive interviews and footage, **BOTTLED UP** provides an insider’s look at how this relationship fizzled and the public outcry that continues to this day.

Information on upcoming indie screenings at Fritztown Cinema can be found on HCFF Facebook page at <https://www.facebook.com/events/708666039205670/>.

WHEN: Wednesday, August 6, at 6:30 p.m.

WHERE: Fritztown Cinema, 2254 Highway 87 South, Fredericksburg, Texas.

COST: Free; donations will be accepted benefiting the Hill Country Film Society and Fritztown Cinema.

Tweet This

@HC_Film_Fest @FritztownCinema to present @BottledUpTheDoc @FritztownCinema on 8/6 @ 6:30 pm as part of indie screening series.

About Hill Country Film Festival

Set in Fredericksburg, Texas, the Hill Country Film Festival (HCFF) is the vision of its director Chad Mathews, an actor, screenwriter, producer, and native Texan. Having participated in the film festival circuit, Mathews came to love the camaraderie and shared respect of those who are committed to the art of independent filmmaking. HCFF was created to celebrate and showcase filmmakers from Texas and around the world and is annually presented by the Hill Country Film Society, a 501(c)3 non-profit organization. For more information, visit www.hillcountryff.com or <http://chadmathews.tumblr.com/#/31272979434>.

About Fritztown Cinema

Newly licensed for beer and wine sales, Fritztown Cinema, owned and operated by Sloan Ruth, is welcoming movie fans to its location at 2254 Highway 87 South in Fredericksburg, Texas. For more information, visit www.fritztowncinema.com or www.facebook.com/fritztowncinema.

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