

# GATORADE SUPER BOWL XLIII CHAMPS EDITION

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## Properties list:

- limited edition packaging
- event packaging
- end-user packaging
- identity by system of colour
- range of products
- update
- sport and energy drinks
- bottle
- plastics
- mass-market
- contemporary
- identity by shape

In honour of the teams in Super Bowl XLIII, Gatorade made two different commemorative bottle designs. Both of the bottles contain lemon lime flavoured Gatorade. They are both 32 ounce bottles of Lemon Lime and they both have the same Gatorade G design and little Super Bowl XLIII logo next to it. The Pittsburgh Steelers bottle has a dull black coloured background on the label and the Pittsburgh Steelers logo on the side opposite of the Gatorade G logo. The Arizona Cardinals bottle has shiny red coloured background on the label and the Arizona Cardinals logo on the side opposite of the Gatorade G logo.

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Reference: <http://www.gatorade.com> , <http://www.limitededitionfoods.com/limited-edition-cardinals-and-steelers-gatorade-bottles-commemorating-super-bowl-xl3iii/>

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## Credits:

**Country:** UNited States of America

**Year:** 2009

**User:** Pepsi

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