

Which beverage brand got big by going to space?

Trivia 30 of 30

Which beverage brand got big by going to space?

[wpforms id="3786" title="false"]

Tang, a powdered orange drink, launched into stardom when it was selected for the menu on NASA's Mercury program in the 1960s. Originally meant for the average consumer, Tang's popularity took off as it became synonymous with space travel.

Origins of Tang

In 1959, General Foods Corporation introduced Tang to the public ([wikipedia.org](https://en.wikipedia.org/wiki/Tang)). The creation of William A. Mitchell (who also invented Pop Rocks and Cool Whip) ([wikipedia.org](https://en.wikipedia.org/wiki/William_A._Mitchell)), Tang was initially promoted as a vitamin C-rich alternative to orange juice, but it didn't initially gain much traction with consumers. Marketed as a convenient drink that didn't require refrigeration or defrosting, Tang's unique selling points weren't enough to guarantee success in its early years ([foodandwine.com](https://www.foodandwine.com/news/tang)).

WAKE UP TO TANG!



NEW instant breakfast drink with more vitamin C than orange juice!

NEW BREAKFAST DRINK DISCOVERY with more vitamin C and vitamin A than any other popular breakfast drink!

MORE VITAMIN C than the finest orange or grapefruit juice. You need this vitamin every day—your body doesn't store it.

MORE VITAMIN A than tomato juice, too.

NO SQUEEZING, NO UNFREEZING—your TANG jar needs no refrigeration. Make as much as you want—a glass or a quart.

REAL WAKE-UP TASTE all its own. Never acid-y. Always the same sunny goodness, glass after glass. Comes in 2 sizes to fill 12 or 24 glasses. Add TANG to your shopping list now!

Happiest thing that ever happened to breakfast

NEW! INSTANT!
Just mix with cold water



Tested and approved in General Foods Kitchens for taste, quality and nutritional value.

Tang advertised itself as a “no squeezing, no unfreezing” option when it first came out in 1959. Photo: clickamericana.com

Tang in Space

By 1960, however, NASA saw a potential solution to its astronauts’ need for palatable, vitamin-filled beverages in the powdered drink. After striking a deal with General Foods to purchase Tang in bulk, with a stipulation that it wouldn’t include the name on NASA packaging, Tang made its space debut aboard the first crewed American orbital spaceflight (wikipedia.org).

To consume the drink in zero-g, astronauts mixed vacuum-sealed Tang powder with water via a unique pouch and straw system (foodandwine.com). Despite the drink’s alleged unpopularity among astronauts, Tang became an integral part of the American space program. The brand even sponsored ABC’s coverage of the Apollo 8 mission, securing its place in the public’s imagination as an iconic space-age drink (foodandwine.com).



Tang was simply labeled “orange drink” for the Apollo space missions. Water

was injected via a syringe, the astronaut mixed it all up, then sucked it through a straw. Photo: [nasa.gov](https://www.nasa.gov)

Throughout the 1960s, General Foods capitalized on Tang's connection to space, heralding it as the choice beverage of astronauts. Ads proclaimed the drink as suitable "For Spacemen and Earth Families" ([thestar.com](https://www.thestar.com)), and the marketing efforts paid off. Tang sales skyrocketed, making it one of the best-selling drinks of the era ([foodandwine.com](https://www.foodandwine.com)).



Tang capitalized on its inclusion in the space program with slogans like "Tang. For spacemen and earth families." Photo: [theverge.com](https://www.theverge.com)

Tang Nowadays

Today, while no longer a staple of NASA's space program, Tang remains a popular drink around the globe. Its billion-dollar success can be attributed to strong sales in countries like Brazil, Argentina, and the

Philippines. During Ramadan, Tang is an especially sought-after beverage in the Middle East (cnn.com), as its ease of preparation and fruity taste “serves as an ideal beverage after a daylong fast” (marketingmind.in).

Celebrate Ramadan
with **TANG**

Makes **6 Litres**
ORANGE
TANG

GET ASSURED CASHBACK UPTO **₹500***

CHANCE TO WIN A DAILY PRIZE WORTH ₹10,000*

For detailed T&Cs visit www.tangramadanbigcityexperience.com and follow the instructions on the page.

Goodness of water is irreplaceable.
Per litre cost representation with reference to Tang 500g pack. When prepared as per preparation directions, this pack makes 5.88 litres.

*T&C APPLY

A “Celebrate Ramadan with Tang” ad from India. Photo: [Tang India](#) (via Facebook)

Despite astronauts like Buzz Aldrin famously remarking that “Tang sucks” (foodandwine.com), the drink’s historical association with space exploration and its continued popularity in various regions of the world solidify its place in the annals of both space travel and the beverage industry. Tang serves as a testament to the power of marketing and the

What does the “QR” in “QR code” stand for?

What was the click-through rate on the first banner ad?

What do the red, white, and blue on barber poles represent?

What was the first social networking site?

What U.S. fast food chain is a Christmas tradition in Japan?

When did brands start advertising in the Olympics?

What was the first-ever YouTube video?

Which industry was the first to be accused of greenwashing?

Which company first sold heart-shaped boxes of chocolate?