



Top 10 Bad Beverage Ideas

It was 25 years ago today that Coca-Cola had the temerity to introduce New Coke. Sweet idea? Not so much. Here's a look at some of the more ill-conceived refreshments in beverage history.

Story

All Best and Worst Lists

Tru Blood

BACK

NEXT

6 of 10 | [View All](#)

This fall, keep your eyes peeled for what will most likely be the high-water mark of our inexplicable vampire obsession. When the vampires of the HBO series *True Blood* want to avoid sucking human veins dry, they drink a synthetic concoction called Tru Blood. Now, in one of the weirdest manifestations yet of the current fang frenzy, fans can too: in July Omni Consumer Products struck a deal with HBO to produce a carbonated drink inspired by the undead characters' quaff, also called Tru Blood but intended for humans (we assume). Scheduled to hit stores in September, it will taste "slightly tart and lightly sweet," according to its product description, and come in a bottle similar to the ones used in the show. The



advertising slogan? "All flavor. No bite."

See 90 years of vampires onscreen.

Read TIME's interview with Chris Weitz, director of the new *Twilight* movie.

Read about Nicaragua's vampire problem.

How would you rank the "Top 10 Bad Beverage Ideas?" [Re-sort this list »](#)

Latest Lists

[More Lists »](#)

World Cup 2010


 Let the Flyer
 Beware: 20 Reasons
 to Hate the Airlines


Top 10 Manhunts



Toxic Cosmetics

Around the Web

Gwyneth Paltrow: Losing Baby Weight Was 'By Far Hardest Thing I've Ever Done'

From THE HUFFINGTON POST



Barefoot Bandit Caught: Bahamas Police Arrest Colton Harris-Moore

From THE HUFFINGTON POST



Cleveland Businesses Turn LeBron Fury Into Cash

From AOL NEWS



Clarence Thomas' Nephew Tasered in Hospital Scuffle

From AOL NEWS

