



September 21, 2026 at 7:00

Boy, Have You Got Moxie!

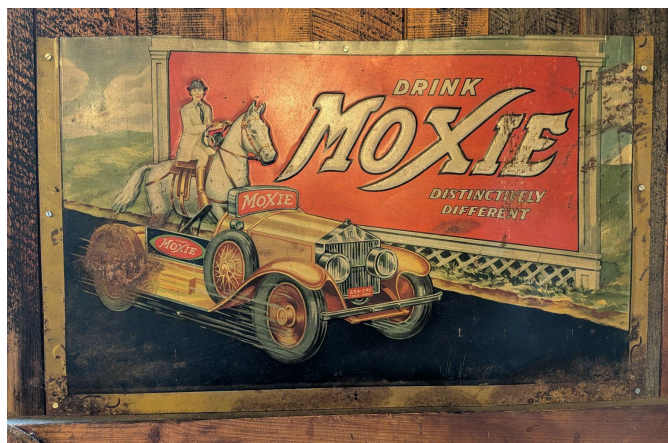
The story of the most iconic New England “tonic” ever created.

Presented by: Dennis Sasseville

The first bottle of Moxie, a new uniquely flavored carbonated beverage then called "Moxie Nerve Food," was sold in 1885. It was a healthy concoction of herbs and roots in an era of strange patent medicines and elixirs. Created in Lowell by a Maine-born physician a full year before Coca-Cola, Moxie took the Northeast marketplace by storm and through clever and extensive advertising dominated the beverage market for decades, even outselling rival Coca-Cola. Trials and tribulations, innovations, war-related sugar shortages, Calvin Coolidge, Ted Williams, and MAD magazine are all part of the brand's mystique and rich 140-year history. Moxie holds the distinction of being the oldest continually-bottled carbonated soft drink in the United States. And do you realize that today Moxie is still bottled in Londonderry by Bedford-headquartered Coca-Cola Beverages Northeast?

Come learn the fate, fortunes and faux pas of this iconic New England brand with its strong Granite State ties and history. Bring your questions and stories to share.

Presenter Dennis Sasseville co-authored the history of Moxie soda (Moxie, Images of America Series, Arcadia Publishing) and in 2023 published Granite Fizz: The Untold Story of Spring Water and Flavored Tonic in NH.



Dues are due in September. \$12 single, \$20 family, \$100 business. Make checks payable to Campton Historical Society and mail to P0 Box 160, Campton, NH 03223

Special Events:

Sept 26 - Old Home Day

Dec - Christmas Concert & Cookie Swap

For information about the Society, check our website at www.camptonhistorical.org

This event is made possible thanks in part to the following business sponsors:

Annie's Overflow Restaurant

BTD Mechanical

D.A. White Excavation

Eckcells Watch Materials/Tools

Jeff Saulnier Logging

Mountain Fare Inn

Robert Oaks Horseshoeing

Westminster Tool Inc.

White Mountain Propane