

A:

Why was Pepsi free in 1985?

Back to the Future, when Marty is stuck in the past, he visits a known diner from his timeline and asks the server about the phone booth and the address of Doc Brown. The server angrily asks him "If he's going to order something," to which Marty asks for a "Pepsi free" and the server replies "If you wanna Pepsi, you're gonna pay for it."

Why and how was Pepsi free in Marty's own time (i.e. 1985)?

Was Pepsi free during that time in the real-life USA?

Comments are not for extended discussion; this conversation has been moved to chat.

1 Answer

"Pepsi Free" was a caffeine-free version of Pepsi introduced in 1985. This product would have been similar to Marty in 1985, but unknown to a soda junkie in 1985, hence the joke.

In 1985, after the movie was released, Pepsi phased out the use of the name "Pepsi Free". It is now known more descriptively as "Caffeine-Free Pepsi".

From (outposts)

In addition, a can of diet Pepsi Free can be seen next to Marty's clock radio in 1985.

Note that some items in the OP also have some wording on the word "free", which can mean a running bill at a restaurant or bar but was also a soft drink introduced in 1985. Again, the scene plays on the differences between a word's meanings in 1985 versus 1985.

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