

OPENING THOUGHTS

Back in mid-2023, I wrote about a group called Save Tab Soda. They were cajoling Coca-Cola to revive the saccharin-sweetened diet cola that was discontinued in 2020 after almost 60 years on the market. Save Tab Soda went so far as to buy billboard space near Coke's Atlanta headquarters to beg, "Please bring it back." I [referred](#) to the Save Tab effort as quixotic. I still think it is.



That said, the tenacity and dedication of this band of hardcore fans and its followers is impressive. Just this past December, the group sent me a spiral bound 2025 Dreaming of Tab Calendar, with images of Tab in various holiday settings. They also shared "market research" and a survey of 206 people that they used to predict an initial market opportunity of almost \$43 million should Tab return.

So when Coca-Cola aired a pre-kickoff Super Bowl [ad](#) called "Westside's Finest," I couldn't help but smile when a vintage can of Tab appeared in the story line. I even wondered for a fleeting moment whether it was a signal to Tab fans of good things to come? Surely it wasn't just a cruel dig? (OK, perhaps the Save Tab crew is getting to me.)

As you might have guessed, Save Tab noticed, too. Organizer Adam Burbach sent me an email saying the group received "a frenzy of activity in our social media channels." Some commenters wanted to know whether Coke was bringing Tab back.

Burbach said the group has been emboldened in its quest. He even noted that a vintage Tab jacket has recently gotten more comments and likes than a Diet Coke jacket in a Coca-Cola-sponsored online sweepstakes. "Everything seems to make this timing perfect," he concluded.

While its quixotic to think Tab will come back in anything close to its previous distribution, I wouldn't rule out an online release or a nostalgic limited time offering. For that, you can count me among the hopeful.



– Duane Stanford, Editor & Publisher