

## Pepsi, Detroit Lions QB Matt Stafford Surprise Meijer Shoppers with Epic “Can Cave” Party

The **Pepsi** team pulled a fast one on shoppers at a Detroit-area Meijer store recently in a new digital spot, featuring **Detroit Lions** Quarterback Matt Stafford.

Filmed in partnership with Meijer, the Pepsi team built a larger-than-life Pepsi display in a Meijer store. When passing by the display, shoppers were invited to enter Stafford’s party through a secret speakeasy-style door.

“Can Cave” is the second in a series of four customer pieces of content, celebrating Pepsi’s All For Football campaign and fan passion for the NFL.

View the video [here](#).

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<https://meijercommunity.com/2014-10-29-Pepsi-Detroit-Lions-QB-Matt-Stafford-Surprise-Meijer-Shoppers-with-Epic-Can-Cave-Party>