



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 23, Number 5

Nov.-Dec.. 2006

Drink Pepsi at More Restaurants

Merry Christmas and Happy Holidays to all Pepsi club members! During this busy time of year, everybody is focused on Christmas shopping and holiday plans, but we need a little of your attention focused on Pepsi Fest 2007. The registration for this event is included in this newsletter. In order to have a successful event, we need to get registrations sent in as soon as possible. As always, you make your room reservations directly with the hotel.

The dates for Pepsi Fest 2007 are March 15th-17th. Please make room reservations with the Indianapolis Marriott by calling (317)352-1231. Rooms at the event are offered on a first come-first serve basis. The registration for the event has to be made through the PCCC by returning the enclosed registration form.

This year will mark the 21st annual get-together. Pepsi Fest is the one

time of year when Pepsi collectors from all over the country can get together to buy, sell, and trade, and tell stories about the Pepsi collectible that got away.

Recently, I signed a contract for 2008 and 2009 at the Indianapolis Marriott. Based on the feedback from collectors who attend the event, this hotel fits our needs the best and the service is excellent. So, we plan on staying here as long as it meets our needs.

Pepsi recently announced a number of new restaurants that will serve Pepsi-Cola. They include: Dairy Queen, Panera, O'Charleys, Popeyes, Arby's, Coldstone Creamery, Little Ceasars, and Golden Corral. Additionally, the Starwood Hotel Chain has signed a contract with Pepsi, and Harrah's Resort Casino has signed with Pepsi as well.

In recent years, there have been so many changes in computer technology and digital photography, that it is now much easier to put video on your computer. This makes it easier for everyone to participate in our annual Amateur Pepsi Commercial Contest. If you are coming to Pepsi Fest, I hope you will consider making a commercial for our contest. These commercials are made for the enjoyment of the club, and not to make anyone look bad. If you haven't started working on your commercial already, I urge you to do so soon.

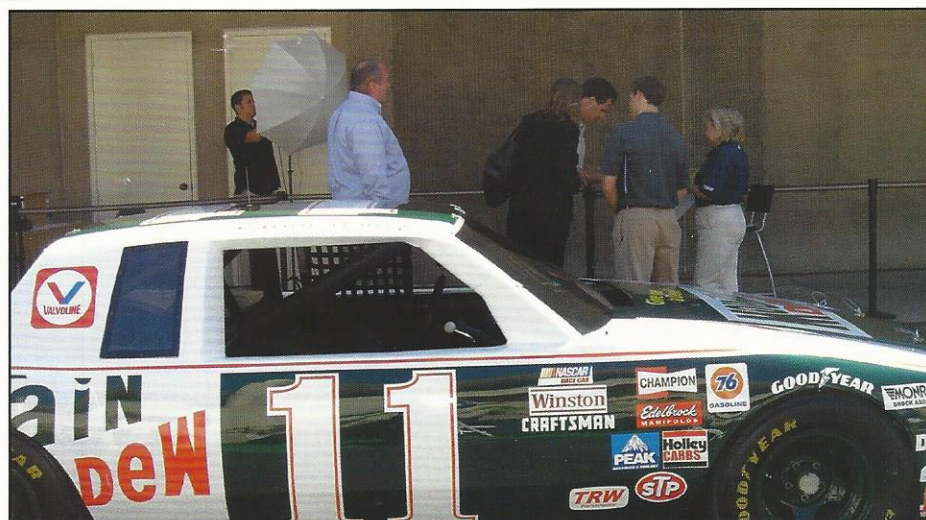
Happy New Year to everyone. Remember, if you must drink and drive, Drink Pepsi, or Diet Pepsi, or Mountain Dew!

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**Pepsi Fest 2007 Info
and Registration**



Darrell Waltrip's Mountain Dew Nascar Race Car

Chapter News

Chapters News - Nov/Dec 2006

The holiday season is upon us and you know what that means...It's time for Phil's Christmas wish list! Of course, I'm not referring to my wish list of Pepsi items for my collection (there aren't enough pages in this newsletter for that!). Instead, this is my wish list for PCCC chapters.

- First, I wish that every member of the Pepsi-Cola Collectors Club could belong to a chapter. That would allow all of the members to get together regularly with the other collectors in their area, especially those that cannot attend the annual PCCC functions.

- Secondly, I wish that everyone could understand how truly easy it is

to start a chapter, even if there are only a handful of collectors (or potential collectors and members) living nearby.

- I also wish that the collectors living near the larger cities would try to connect with their Pepsi collecting neighbors. You can advertise your chapter or your desire to start a chapter through displays of Pepsi collectibles in public places and by contacting dealers in antique stores to help spread the word. Set a date and location (restaurant or other neutral place) for your meeting and let the collectors come to you. You just might be surprised!

- I really wish that every Pepsi collector would feel comfortable in contacting me with questions or comments or

advice regarding PCCC chapters. That can be done at pd62pepsi@sbc-global.net or 708-799-8486 evenings.

- Finally, I wish that I could start a Pepsi museum so that I can spend more time working on my favorite hobby and get out of truck driving (OOPS! Wrong wish list!!)

-Phil Dillman

12/24



★ ★ Yes, it's really a Merry Christmas with plenty of Pepsi for holiday hospitality. Treat your guests the Pepsi way—good, big, plenty.



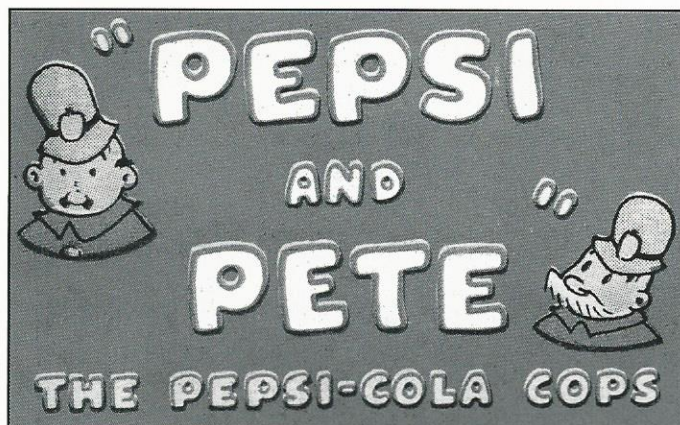
Future Club Events

Pepsi Celebration
Las Vegas, NV
November 10-11th, 2006

Pepsi Fest 2007
Indianapolis, IN
March 15-17th, 2007

Collector Information

ASK



Dear Pepsi & Pete:

I collect plastic Pepsi bottles. Over time, they all get seem to get mushy. Is there anything I can do to keep them firm?

Signed,
John

Dear John:

Unfortunately, all plastic bottles are given their strength from the carbonation. Once the carbonation dissipates, so does the rigidity. One collector has suggest that rather than save the bottles, remove the labels and just collect the labels off the plastic bottles. The labels could be placed in a binder for easy storage and exhibiting.

Dear Pepsi & Pete:

The picture on the back cover of the Sept.-Oct. newsletter entitled 1943 Pepsi Servicemen's Club struck a nostalgic chord in me. It reminded me of our deceased parents. Do you know of any copies/reproductions of this picture for sale, preferably in a larger size?

Signed,
Belinda

Dear Belinda:

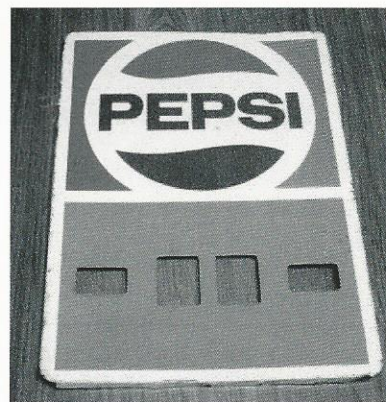
Sorry, but the picture on the back cover is a blow up of a postcard. That is the only picture of the Servicemen's Center we have seen. If you know of any local post-card clubs, they usually have meetings where they sell

postcards. That would be a good place to find this post-card.

Dear Pepsi & Pete:

I recently found this small, metal sign with slots cut in it. Do you have any information on what it is?

Signed,
Ralph



Dear Ralph:

Yes, we do know what your item is. It is called a perpetual calendar. However, the numbers are missing. The idea behind the calendar was that by rotating the numbers, you have a calendar that can be used indefinitely.

Dear Pepsi & Pete:

Did Pepsi ever make a drink called "Devil Shake?"

Signed,
Carl

Dear Carl:

Pepsi produced a drink called Devil Shake in the 1960's. Unfortunately, it did not get beyond test marketing. That is why it was not available everywhere.

Feel the Pepsi

What is old is new again, and that may be true of Pepsi's new advertising. Feel the Pepsi will become the theme of Pepsi's new advertising for 2007. It is believed by Pepsi that this new advertising will connect with consumers the way other great Pepsi advertising has in the past. With the decline of carbonated soft drinks, and cola drinks in particular, Pepsi is hoping that the new advertising will revitalize brand Pepsi. It has been over a decade since Pepsi has had an advertising slogan that has connected to Pepsi drinkers the way some of the previous advertising slogans have. "Come Alive, You're in the Pepsi Generation" and "Catch That Pepsi Spirit" are just two of the older slogans that were very popular with consumers. Below is a list of slogans used by Pepsi throughout their history.

- | | |
|--|--|
| 1903: Exhilarating, Invigorating, Aids Digestion | 1947: It's a Great American Custom |
| 1907: Original Pure Food Drink | 1949: Why Take Less When Pepsi's Best |
| 1908: Delicious and Healthful | 1950: More Bounce to the Ounce |
| 1915: For All Thirsts - Pepsi-Cola | 1954: The Light Refreshment |
| 1919: Pepsi-Cola - It Makes You Scintillate | 1958: Be Sociable, Have a Pepsi |
| 1920: Drink Pepsi-Cola - It Will Satisfy You | 1961: Now It's Pepsi for Those Who Think Young |
| 1928: Peps You Up! | 1963: Come Alive! You're in the Pepsi Generation |
| 1929: Here's Health! | 1967: Taste that Beats the Others Cold. Pepsi Pours It On. |
| 1932: Sparkling, Delicious | 1969: You've Got a Lot to Live. Pepsi's Got a Lot to Give |
| 1933: It's the Best Cola Drink | 1973: Join the Pepsi People Feelin' Free |
| 1934: Double Size | 1976: Have a Pepsi Day |
| 1934: Refreshing and Healthful | 1979: Catch that Pepsi Spirit |
| 1938: Join the Swing to Pepsi-Cola | 1981: Pepsi's Got Your Taste for Life |
| 1939: Twice as Much for a Nickel | 1983: Pepsi Now! |
| 1943: Bigger Drink, Better Taste | 1984: The Choice of a New Generation |
| | 1992: Gotta Have It |
| | 1993: Be Young, Have Fun, Drink Pepsi |
| | 1995: Nothing Else is a Pepsi |
| | 1997: Generation Next |
| | 1999: The Joy of Cola |
| | 2001: The Joy of Pepsi |
| | 2007: Feel the Pepsi |

Bottlers Meet in San Diego

The annual meeting of the Pepsi-Cola Bottlers was held in San Diego, California on September 19-21. The theme of this year's meeting was NEWS, and there was a lot of it. New products, new partnerships, new commercials, and a new slogan were all introduced at the meeting.

Starting with the new products, Pepsi will be introducing a new drink called "Pepsi Natural" in 2007. The drink will be in a glass bottle, and be made with cane sugar. For summer 2007, Pepsi will introduce "Summer Mix", a regular Pepsi with a fruit flavor mix. The Summer Mix will be offered for a limited time only - meaning it will only be available during the summer months.

Diet Pepsi will extend their Jazz line to include a Diet Pepsi Jazz Caramel Creme flavor in 2007. Currently, Diet Pepsi Jazz has sold over 12 million cases, and is expected to continue growing sales.

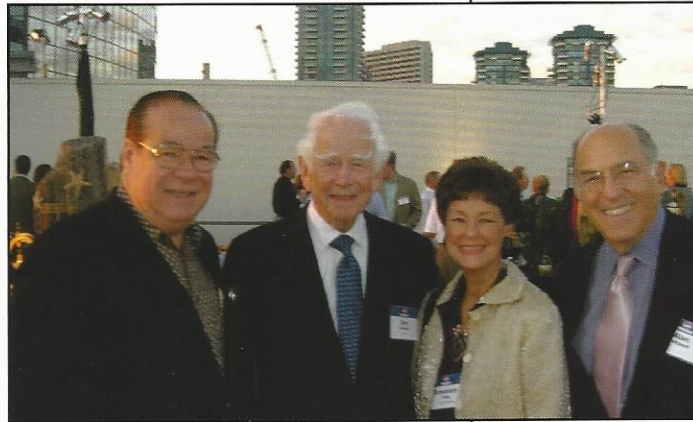
The news on Sierra Mist is that there will be a cranberry splash for the holidays. Sometime next year, Sierra Mist will also introduce Sierra Mist Natural, which will be available in a glass bottle. There will also be a tie-in between Sierra Mist and Shrek III, which will be out next summer.

Pepsi will also introduce a new line of carbonated drinks called "Tava". Initially, there will be four flavors of Tava available in 2-liters and 12-packs.

There will be a number of new premium drinks produced by Pepsi in 2007. They include Jeff Gordon 24, an energy drink, SoBe Life Water, Aquafina Alive, Mountain Dew Cherry Amp, and Aquafina Sparkling Water.

There will be a number of line

extension of the juices that Pepsi currently markets and distributes. Under the Dole brand, there will be four fla-



Harry Crisp, Don Kendall, Rosemary Crisp, Alan Pottasch

vors of Sparklers. Additionally, Pepsi has renewed their partnership with Ocean Spray and will introduce a number of Ocean Spray cranberry-based drinks. Under Dole, there will be an energy drink called Dole Lift.

Also of importance to Pepsi collectors - there will be a number of changes in packaging in 2007. The new packaging program is called "Choreography." The philosophy behind Choreography is that packaging should be used as a medium for advertising Pepsi. To reach this goal, Pepsi will change the packaging on Pepsi cans, bottles, and 12-packs every three weeks over a twenty-week period beginning in 2007. The Pepsi globe will be featured on the packaging, but the background will be changed. The background will feature iconic symbols from music, sports, automobiles, etc.

To go along with the new packaging will be a series of new commercials. The new commercials are designed to feature the globe logo in

an effort to make the globe logo a pop culture symbol.

One of the important things discussed at the bottler meeting was the growing trend towards non-carbonated drinks. Currently, the majority of Pepsi business is done with carbonated soft drinks. Over the last five years, however, there has been tremendous growth in non-carbonated

drinks. There are a number of different categories in non-carbonated drinks. They include fruit, water, dairy, and energy. Pepsi plans to be an important player in each of these categories. At the same time, they will not ignore the carbonated drinks - especially Pepsi-Cola, which is, after all, the name on the door of the company.

It was pointed out during the meeting, that Craig Weatherup, formerly president of Pepsi-Cola, was a visionary 15 years ago when he made the decision to make Pepsi-Cola the "Total Beverage Company." There is no crystal ball that will tell us what beverages will be popular in the future, but judging by the past, Pepsi-Cola will be ready for what consumers want in the future.

PEPSI FEST 2007 REGISTRATION

March 15 - 17th, 2007

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2007, March 15- 17, 2007, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$25.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2007 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

Names of persons attending with you: (1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 10.00 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$25 each \$ _____

TACO FIESTA 3/15/2007 # _____ @ \$12.00 each \$ _____

Child's Meal (Under 10) # _____ @ \$ 5 each \$ _____

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____

3/17/2006

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2007.

of Packets _____ @ \$30.00 each = \$ _____

PEPSI FEST 2007 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2007 SCHEDULE

Schedule Subject to Change

Thursday, March 15th, 2007

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	Pepsi Taco Fiesta (\$12.00 per person)
7:00 P.M.	Room Hopping

Friday, March 16th, 2007

9:00 A.M.	Seminar on Pepsi Cans
10:00 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
5:30 P.M.	Group Picture
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 17th, 2007

9:00 A.M.	Dealer Set-Up for Swap Meet
10:00 A.M.	Swap Meet Begins - Will Run 2-1/2 Hours

INDIANAPOLIS MARRIOTT
7202 East 21st Street
Indianapolis, IN 46219
(317)352-1231

Pepsi Fest 2007 will be held at the Indianapolis Marriott. The room rate is \$93 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

Directions: From I-70, (either way) - Get off at Shadeland Avenue (Exit 89), turn right onto Shadeland & left at the first intersection (21st). The Marriott is the 3rd building on the left.

The Pepsi-Cola Bottler System

In 1931, the Pepsi-Cola Company went bankrupt for the 2nd time in a decade. The result of those difficult years was a decimated bottler network. So, in 1934, when the success of the 12-ounce bottle for a nickel was apparent, the need for a new Pepsi-Cola bottling system was critical.

Within the halls of the Pepsi-Cola Company, there was a heated dispute over whether to set up a distribution network, or a franchise bottling system. The distribution system would have central bottling facilities that would sell Pepsi-Cola to distributors, who in turn, would sell Pepsi-Cola to retail outlets. The franchise system would have a local Pepsi bottler who owned his territory and would be responsible for distributing Pepsi-Cola as well as marketing it throughout his territory. The chief proponent of the franchise system was Joe Lapides, who argued that by having local businessmen become Pepsi bottlers, it would help develop the territories much faster than a distributor would. A local bottler would invest his time and money in making Pepsi-Cola a successful drink in his territory. Lapides won out with his argument, and the United States was divided into approximately 500 franchise territories. The exception to this was several company-owned bottling operations in New York, Pittsburg, Los Angeles, and New

Orleans. Most of the Pepsi-Cola franchises were issued between 1935 and 1940.

Each franchise bottler was part of a region that had a Pepsi-Cola representative who oversaw that territory.



Pepsi Bottling Line, Circa 1950

In the southeast that was Joe Lapides. In the midwest that was George and V.O. Robertson, The west was handled by Clinton L. Jones, and Texas and Nevada were unassigned territories.

During the 1940's and 1950's there were many changes within the Pepsi-Cola bottling system. Some bottlers did not survive the tough times brought on by World War II, while other bottlers thrived and got larger. With success came large profits for expansion. Some bottlers expanded their existing plants, while others purchased additional Pepsi franchises.

One of the earliest multi-fran-

chised operations was the Pepsi-Cola bottler in Chicago. Chicago added Kansas City and Louisville to their holdings, and incorporated under the name General Bottlers.

Throughout the 1960's and 1970's,

there was more purchasing of additional franchises by existing Pepsi bottlers. But, the benefits of owning multi-franchises was limited, because there was no way to centralize operations. At that time, the primary package for Pepsi bottlers was the glass returnable 12-ounce bottle. This meant that you had to have a bottling plant within a reasonable distance of customers so that empty bottles could be returned easily. This would

change in the 1970's,

when consumer demand for glass returnable bottles began to change for the new, more convenient non-returnable packages.

During the 1970's, Pepsi-Cola began to produce greater quantities of Pepsi-Cola in cans and non-returnable plastic bottles. The popularity of cans resulted in the building of centralized canning facilities that could produce enough Pepsi in cans for many bottling operations. The new centralized canning operations led to the acquisition of more Pepsi plants by the bigger bottlers. It was now evident that money could be made by shutting down local bottling operations in favor of 24-hour canning

facilities that would serve a number of Pepsi bottlers.

Some of the centralized canning facilities were co-ops owned by a number of bottlers. For example, in North and South Carolina, the bottlers there built their own canning facility that would supply all the bottlers in

Company-Owned Bottling Operations (COBO) and Franchise-Owned Bottling Operations (FOBO). This caused resentment between the FOBO's and the COBOs. By the late 1990's, Pepsi decided it had to divest itself of COBOs. In 1999, the bottling operation was spun off into a

anchor bottler status.

Today, there are two giant Pepsi bottling operations - Pepsi Bottling Group (PBG) and Pepsi Americas (PAS). Additionally, there are several smaller bottling groups such as Wis-Pak, located in the midwest, G & J Pepsi Bottlers, also located in the midwest, Buffalo Rock, located in the south, Minges Bottling Group, located in North Carolina, Admiral Beverages, located in the northwest, Refreshment Services, located in Illinois and Florida., and Pepsi Bottling Ventures, located primarily in North Carolina.

Today, there are fewer than 100 family-owned Pepsi franchises. It is unfortunate that so many of the families that were so instrumental in the development of the Pepsi-Cola name are no longer in the business. But, it is the nature of the soft drink business today - big is better. No longer is the Pepsi-Cola bottler dealing with a local business person, he is now dealing with a large corporation that owns hundreds of stores throughout the country. In order to satisfy the needs of this new customer, it is essential that bottling practices and prices be similar from city to city throughout the country. This is done more efficiently by the larger bottling operations. Within the next decade, the number of family-owned Pepsi-Cola bottlers will no doubt be reduced to an even smaller number. Hopefully, the contribution by the family bottler will never be forgotten.



Pepsi Bottling Plant, Circa 1950

those states. The new canning facility was called Carolina Cannery. In turn, General Bottlers built centralized canning facilities to support their own operations. They also looked to purchase more Pepsi bottling facilities near the centralized cannerys.

As mentioned earlier, there were a number of parent company owned bottling operations. At some point, they took on the name Pepsi Metro. In the 1970's. Pepsi Metro became Pepsi Bottling Group. At that time, the Pepsi Company began an extensive program of buying back Pepsi franchises that were for sale. Soon the company-owned franchises numbered in the 100's.

By 1980, there were two groups of bottlers within the Pepsi system -

separate company called Pepsi Bottling Group. At this point, Pepsi decided to create "anchor" bottlers, which is a recognition given to their largest bottlers.

To take advantage of changes in the bottling industry, General Bottlers merged with MEI of Minnesota, which was a multi-franchise Pepsi bottler operating out of Minnesota.

To further expand, General Bottlers merged with Delta Beverages, a multi-franchised Pepsi bottler located in the south. At this point, General Bottlers was now a bottling operation that included several hundred Pepsi bottling franchises. In 2001, General Bottlers became Pepsi Americas. Because of it's size, Pepsi-Cola granted Pepsi Americas

Welcome New Members

Connie Rubison
Shelbina, MO

Ron Ramza
Streator, IL

Beatriz Hernandez
Miami, FL

Janet Applegarth-Yarbrough
Anderson, CA

Richard St. Martin
Waterbury, CT

Rita Winegar
Lexington, NC

John Funke
Tipton, IN

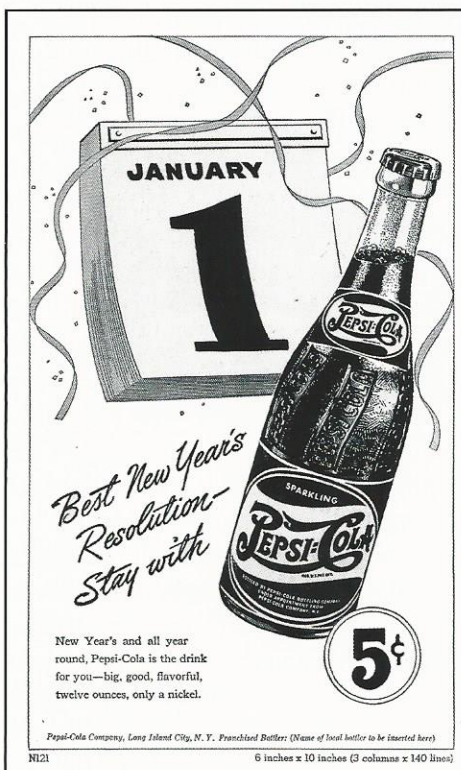
Bonnie Deaton
Biloxi, MS

David Mixell and Family
New Cumb, PA

Jeff Sommer
Jersey City, NJ

Robert Peterman
West Islip, NY

Mike Hudson
Parker, CO



JANUARY
1

Best New Year's Resolution—Stay with

New Year's and all year round, Pepsi-Cola is the drink for you—big, good, flavorful, twelve ounces, only a nickel.

5¢

Pepsi-Cola Company, Long Island City, N. Y. Franchised Bottlers: (Name of local bottler to be inserted here)

NI21 6 inches x 10 inches (3 columns x 140 lines)



The Birth Place of Pepsi Store
Visit Us Online Today!
www.pepsistore.com

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is for sale, wanted, or trade.

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein.

The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

For Sale:

My Pepsi collection - a mix of old and new. 1100 pcs. Asking \$2700, all or part. Contact: Bob Mastronicola, 103 Fairground Rd., Painesville, OH 44077 or call (440)352-9573.

For Sale: Complete collection for sale- glasses, signs, plates, 7' tall Darth Vader. Contact: Larry Haskins, 5332 S. Citrus Court, Gilbert, AZ 95297.

For Sale: Over 25 new Pepsi-Cola items coming to PepsiCollectibles.com in October 2006. Order yours today!

WANTED:

Buyer looking to purchase the set of Pepsi & Pete cookie jars. Top dollar offered. Contact: Alfred Miller, 1412 West 7th Street, Brooklyn, NY 11204. Call: (718)232-2554.

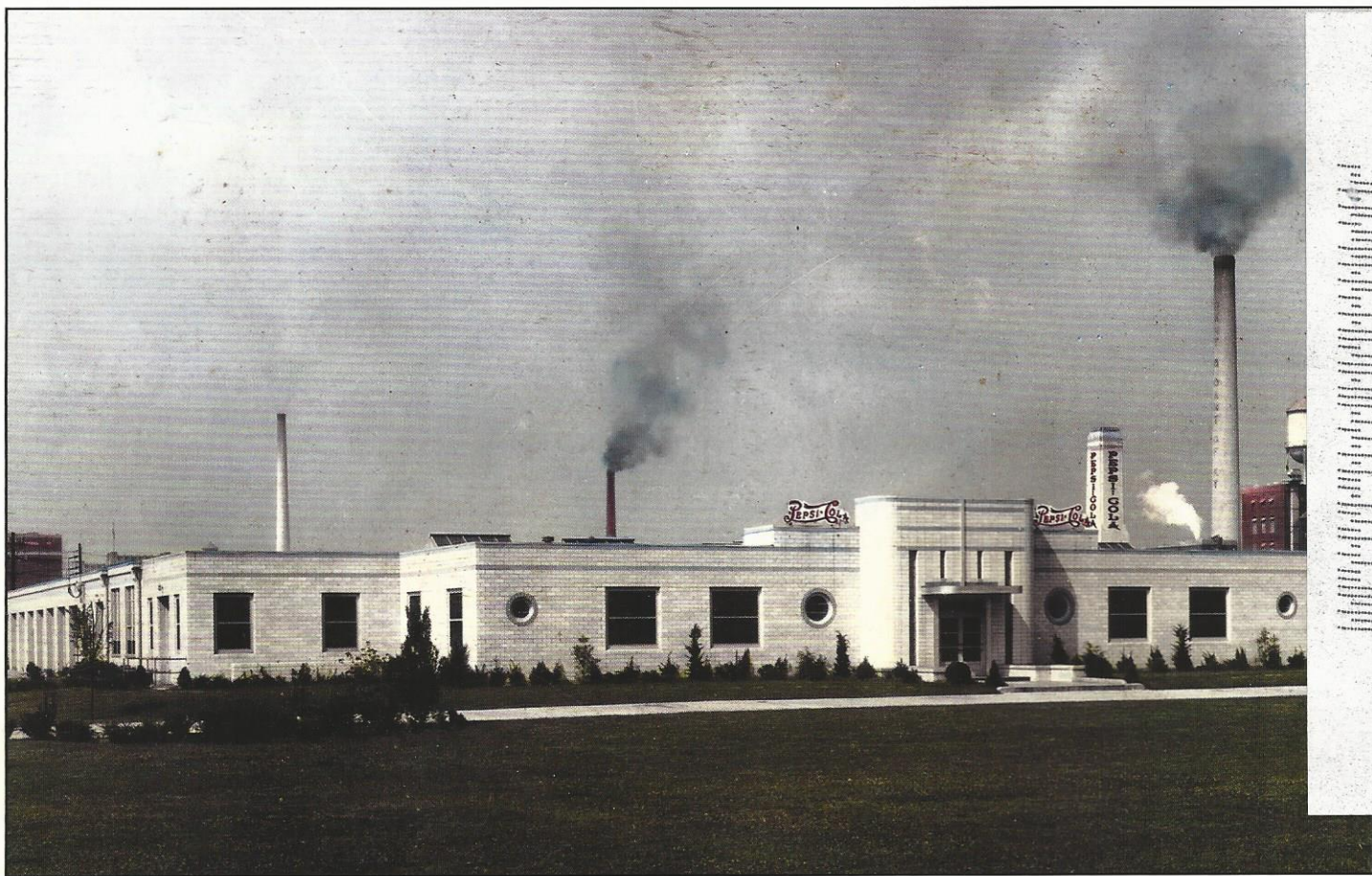
For the finest in Pepsi-Cola gifts and collectibles visit:

www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2007 Pepsi Gift and Collectibles catalog, email your request to:
doubledot@earthlink.net

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.



Pepsi-Cola Bottling Company, Louisville, Kentucky, Circa 1940

PEPSI-COLA COLLECTORS CLUB

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Homewood, IL 60430 USA



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 23, Number 6

Jan.-Feb. 2007

Catch That Pepsi Feeling

Feel the Pepsi! This year, the Pepsi-Cola Company will unveil its new advertising campaign that they hope will re-energize brand Pepsi. Over the last several years, cola sales have been flat (no pun intended). Pepsi is trying to reverse this trend with a new advertising program that reminds some of the original Pepsi Generation advertising.

Slumping cola sales is not a problem in Marion, Illinois, where Pepsi Bottler, Harry Crisp, has defied the national trend. Crisp, whose family has been bottling in Marion, Illinois since the 1930's, is actually increasing Pepsi-Cola sales, as well as other carbonated soft drinks. The leadership and sales skills exhibited by Crisp and his employees during these tough times for carbonated soft drinks has resulted in him being

named Bottler of the Year in 2006. That is not just Bottler of the Year for Pepsi-Cola, but for the entire soft drink industry.

Congratulations to the Pepsi-Cola Bottling Company of Yuma, Arizona - the 2006 Pepsi-Cola Bottler of the Year. The Yuma Pepsi-Cola Bottling Company is owned by Lane Affiliated Companies, owned by the Lane family of Colorado Springs, Colorado. The Lanes are third generation Pepsi-Cola Bottlers.

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Just a reminder to all those who want to participate in our annual Pepsi Cola Collectors Club Commercial contest - get your commercials ready! These commercials will be shown on Friday night at Pepsi Fest.

Have a Pepsi Day and Happy New Year!

In This Issue

Pepsi Bottles

Bernick's Celebrate 90 Years

Pepsi Fest Information



1936 Delivery Sedan, Denver, Colorado

Chapter News

Chapters News - Jan/Feb 2007

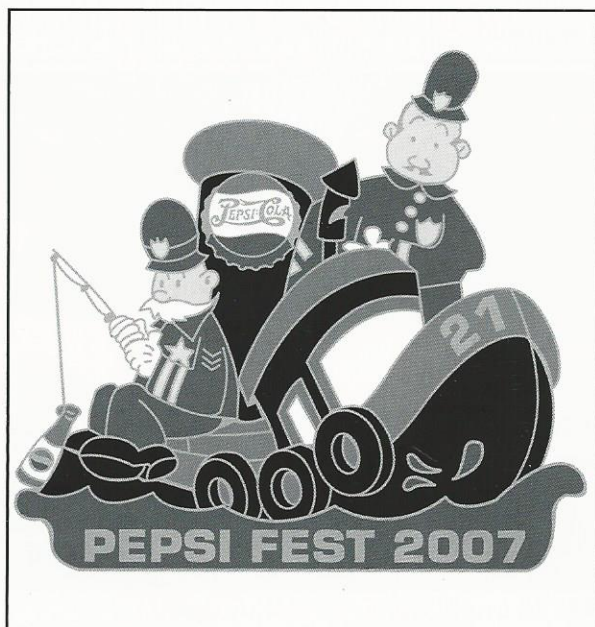
Being the Pepsi fanatic that I am, I save absolutely everything related to Pepsi. The same is true regarding the PCCC. I recently started reading through the PCCC newsletters starting with Jan/Feb 1989 which is when I joined the club (which is right after I learned about it!). Its fun seeing the changes and improvements in the newsletters through the years as well as the growth in membership and the tremendous increase in knowledge of Pepsi's history. During the mid-1990s, there was an impressive increase in the number of PCCC chapters. Since then, a few of the early chapters have disappeared due to club members moving or passing away. Some of the chapters were too spread out geographically to sustain any attendance at their meetings. However, to borrow that famous quote, "I have a dream!" Let me explain. A local chapter can

encompass an entire state, such as the Iowa Club does, and meet 3 or 4 times a year. Likewise, a local chapter can simply encompass a metropolitan area, such as the Chicago Connection, which also includes members from Northwest Indiana. They meet six times a year. Keeping all of that in mind, I believe that there just aren't enough good excuses for anyone interested in starting a chapter not to at least try. There are more than enough PCCC members that I'm aware of that could co-found a chapter between Rensselaer and Indianapolis, IN. The same is true for Central Illinois. I would imagine the same is possible for a number of large cities around North America. Throughout the 1990s, there were a lot of new members listed in the newsletters from Ontario and British Columbia in Canada. There were even a few in Germany. The possibilities and locations for new chapters are endless.

If you can attend the chapters meeting at Pepsi-Fest on that Thursday or if you arrive there later, come see me and we'll see if we can get something going (I'm the guy wandering the halls that looks like Ben Franklin!). If you can't be there, call me at 708-799-8486 evenings. Belonging to a chapter is almost as fun as drinking a nice, cold Pepsi or, in my case lately, a Diet Pepsi Jazz Strawberries and Crème!

If you want to find out the latest about some of the PCCC chapters, check out Pepsi-Central.com or the Mountain Dew Bottles webpage. You can find many of the local chapter newsletters posted at those sites.

-Phil Dillman



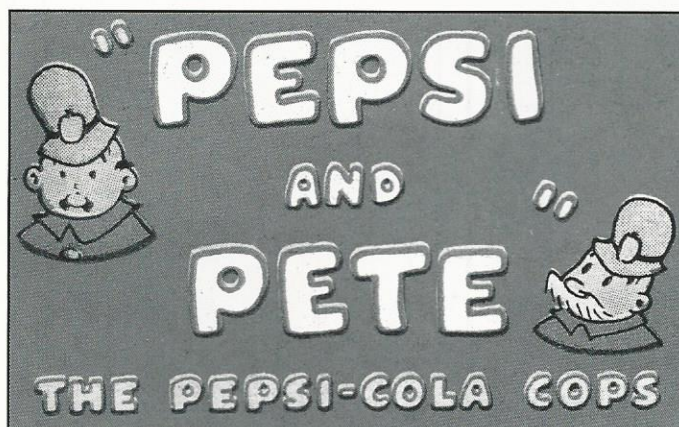
Future Club Events

Pepsi Fest 2007
Indianapolis, IN
March 15-17th, 2007

Pepsi Celebration 2007
Las Vegas, NV
To be announced

Collector Information

ASK



Dear Pepsi & Pete:

I have enclosed a picture of a Pepsi-Cola matchbox. I would like to know more about it and if it is worth anything.

Signed,
John



Dear John:

Your Pepsi matchbox is a reproduction from either the 1970's or 1980's. If we had to guess, we would say it is something that was done for either the 75th or 85th anniversary of Pepsi-Cola. Normally, these matchboxes sell for under \$5.

Dear Pepsi & Pete:

I saw an ad for a Pepsi POP book. What in the world is that?

Signed,
Mel

Dear Mel:

POP is an abbreviation for point of purchase.

Sometimes this is also called point of sale. A POP book contains pictures of all the items available to Pepsi-Cola bottlers during a given year. The items in a POP book are designed to sell Pepsi-Cola at the point of purchase, such as a grocery store, convenience store, or fountain outlet. Many of the items pictured in the POP books over the years can be found in your collection. Normally, Pepsi-Cola produces a new POP book each year.

Dear Pepsi & Pete:

I was told that I could tumble my Pepsi bottles to make them look better. Is this true?

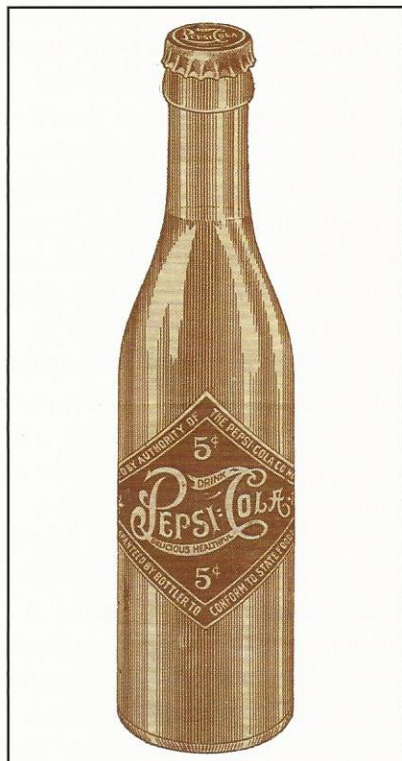
Signed,
Tina

Dear Tina:

Yes, there is a process called tumbling that does clean bottles. It is a risky process with mixed results. Tumbling is the process of placing an abrasive material (such as buckshot) inside the bottle and in the drum that the bottle would be tumbled in. As the bottle tumbles, the abrasive material cleans the bottle. The risk is that this could destroy the bottle. If the bottle has any type of small crack, it could break the bottle. Some collectors will not purchase bottles that have been tumbled because they feel that the abrasiveness against the bottle weakens the bottle. Ultimately, you have to decide if you want to take the risk to improve the look of your bottle. If you decide to have your bottle tumbled, we suggest finding someone with experience to do this. We do not recommend you do this yourself. You might try tumbling a bottle of lesser value before you tumble a more valuable one.

Collecting Pepsi Bottles

This year, Pepsi-Cola will introduce a new version of an old drink named Pepsi Natural. This new drink will be regular Pepsi made with read sugar, rather than corn sweeten-



1905 Bottle

ers and sold in a glass bottle.

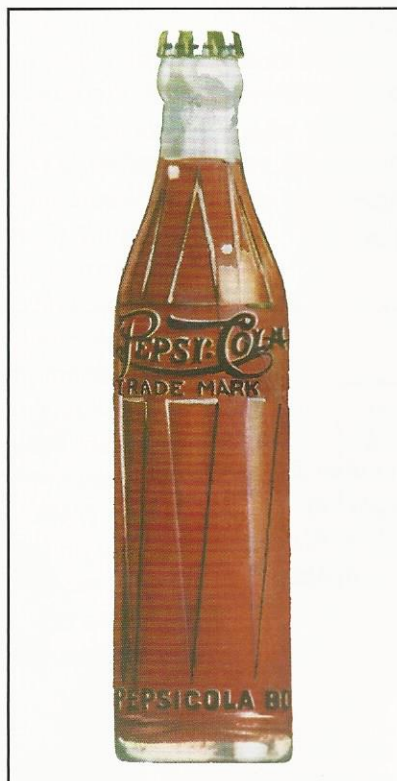
It will be nice to have Pepsi-Cola available in glass bottles again. There is no other soft drink in the world that owes its existence to glass bottles as much as Pepsi-Cola does. It was the 12-ounce glass bottle for a nickel that pulled Pepsi from the brink of extinction and made it into a national success.

For Pepsi collectors, bottles have always been popular. There are many reasons for the appeal of bottles. There are many different categories of bottles to collect. There is a wide range of prices for bottles, from very expensive to inexpensive. Best of all, bottles are really easy to

obtain.

Pepsi bottles have been around since 1905. At that time, the bottles were amber in color and decorated with a paper label. Between 1905 and 1933, the standard size for a Pepsi bottle was 6.5 ounces. During this period, a number of bottlers tried different sized bottles. The most popular sizes were a 7 and a 9 ounce bottle. These odd sized bottles never gained popularity beyond a few local bottlers.

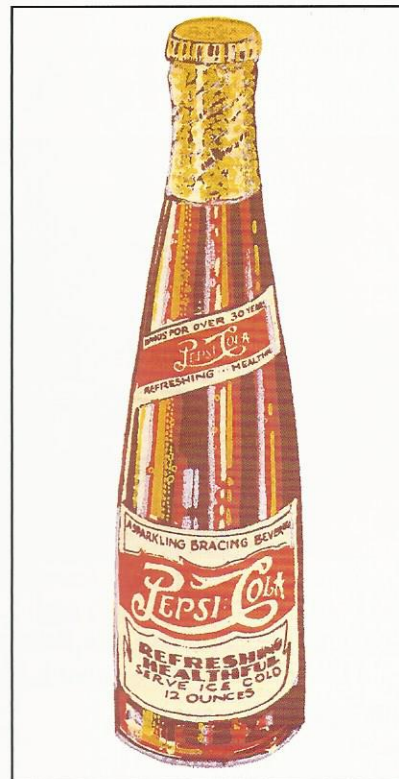
The bottles used by Pepsi bottlers during this period consisted of three different colors - green, amber, and clear. The intensity of the colors varied, depending on the minerals used by the manufacturer of the bottle.



1928 Bottle

Many collectors like to collect the different shades of the same bottle.

In 1933, Charles Guth, then presi-



1928-33 Bottle

dent of the Pepsi-Cola Company, made a revolutionary decision - to sell Pepsi-Cola in a 12-ounce bottle. The very first 12-ounce bottles were generic glass bottles with a neck and body label, and foil wrapped around the top of the bottle. Only a few of these bottles are known to exist, and are quite valuable.

The 12-ounce bottle was the standard bottle for the Pepsi-Cola Company between 1933 and 1961. However, a number of other sized bottles were experimented with during the 1940's and the 1950's. They include a 6.5, 8, and 10 ounce bottles. Also, a number of bottlers offered quart-sized bottles. In the early 1960's, the Pepsi-Cola Company introduced a 16-ounce bottle, which eventually replaced the 12-ounce bottle in most markets. The 16-ounce bottle was popular not only for its size, but its economy.

Besides different sized bottles, there are also different flavor bottles, such as Diet Pepsi, Pepsi Light, etc. During the 1980's and 1990's, they



1938 Bottle

produced dozens of commemorative bottles, which have become very popular with collectors.

If you decide you want to collect bottles, I suggest you try to specialize in one category. Trying to collect all the Pepsi bottles is an enormous and expensive task. I suggest that the bottles be put into various categories, for example:

New Bern/Richmond Era 1905-1931

Sub categories:

New Bern 1905-1923

Richmond 1923-1931

Amber Bottles

In the early 1900's, Pepsi bottlers used local bottle manufacturers to produce their bottles. This resulted in various shapes and styles of bottles.

Additionally, these manufacturers used different materials to produce their bottles, which resulted in different shades and colors. Some collectors prefer collecting different style bottles, while others like to collect the different bottlers whose names appear embossed on the bottom of the bottles.

12 Ounce Bottle Era 1934-1948

Sub categories:

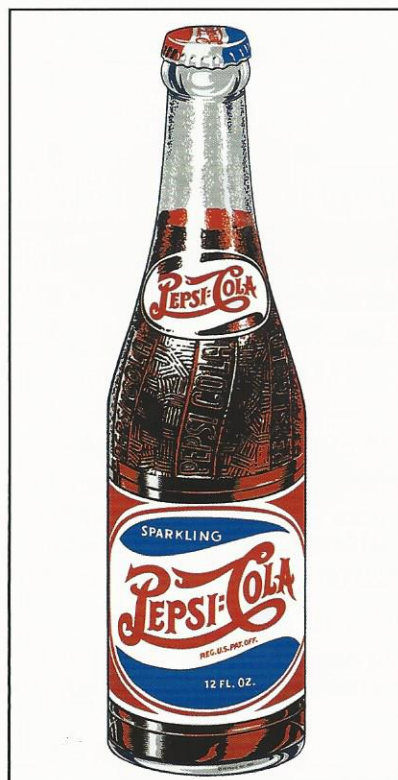
Paper Label Bottles

Applied Color Labels (ACL) Bottles

During this period, only 12-ounce sized bottles were produced by the Pepsi-Cola Company.

Assorted Sizes 1948 - Present

In 1948, Pepsi introduced the 8-ounce bottle. This was the first deviation of size after the 12-ounce intro-



1945 Bottle

duction in 1933. From that point until the present, numerous size and shaped bottles were produced.

Non Returnable Era 1948-Present

There were only a few non-returnable or one-way bottles until the early 1960's. From the 1960's on, there have been dozens of different sizes and styles of non-returnable bottles.

Commemorative Bottles 1970's - Present

These bottles commemorate events and accomplishments most often related to sports.

Prototype and Test Markets

This may be the most prestigious of all categories because of the unknown. Nobody knows for sure how many of these types of bottles exist, but when any collector finds when, they know they have something very special.

The division of these bottles into categories is totally subjective. You may want to divide bottles into your own categories. Whether you are a casual bottle collector or a serious bottle collector, collecting bottles is both challenging and fun.

PEPSI FEST 2007 REGISTRATION

March 15 - 17th, 2007

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2007, March 15- 17, 2007, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$25.00 per person will include a lapel pin that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, deck of playing cards, glass, and several other items bearing the Pepsi Fest 2007 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

SWAP MEET TABLES are being reserved on a first come basis. Tables must be paid for in order to be reserved. Sellers please make note: Any table not claimed 20 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds on unclaimed tables.

Reservations to stay at the Indianapolis Marriott must be made directly with them. To register with the Pepsi-Cola Collectors Club, complete the bottom half of this form, enclose your check and return to : PCCC, P.O. Box 817, Claremont, CA 91711. Any questions call Bob Stoddard at (909)946-6026. Please return this form as soon as possible. Packets are available while supply lasts.

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

Names of persons attending with you: (1) _____ 2) _____

3) _____ 4) _____ 5) _____

REGISTRATION FEE ONLY # _____ @ \$ 10.00 each \$ _____

Children under 10 free

PACKET WITH REGISTRATION FEE # _____ @ \$25 each \$ _____

TACO FIESTA 3/15/2007 # _____ @ \$12.00 each \$ _____

Child's Meal (Under 10) # _____ @ \$ 5 each \$ _____

SWAP MEET TABLE(S) # _____ x Cost (see below) \$ _____

3/17/2006

TOTAL ENCLOSED \$ _____

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE INDIANAPOLIS MARRIOTT. Otherwise, \$20.00 for the first table and \$10.00 for each additional table. Tables must be paid for now in order to reserve them.

IF NOT ATTENDING but you wish to order a packet, the cost is \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2007.

of Packets _____ @ \$30.00 each = \$ _____

PEPSI FEST 2007 REGISTRATION

(Hotel Registration Info on Reverse)

PEPSI FEST 2007 SCHEDULE

Schedule Subject to Change

Thursday, March 15th, 2007

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	Pepsi Taco Fiesta (\$12.00 per person)
7:00 P.M.	Room Hopping

Friday, March 16th, 2007

9:00 A.M.	Seminar on Pepsi Cans
10:00 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
5:30 P.M.	Group Picture
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 17th, 2007

9:00 A.M.	Dealer Set-Up for Swap Meet
10:00 A.M.	Swap Meet Begins - Will Run 2-1/2 Hours

INDIANAPOLIS MARRIOTT
7202 East 21st Street
Indianapolis, IN 46219
(317)352-1231

Pepsi Fest 2007 will be held at the Indianapolis Marriott. The room rate is \$93 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

Directions: From I-70, (either way) - Get off at Shadeland Avenue (Exit 89), turn right onto Shadeland & left at the first intersection (21st). The Marriott is the 3rd building on the left.

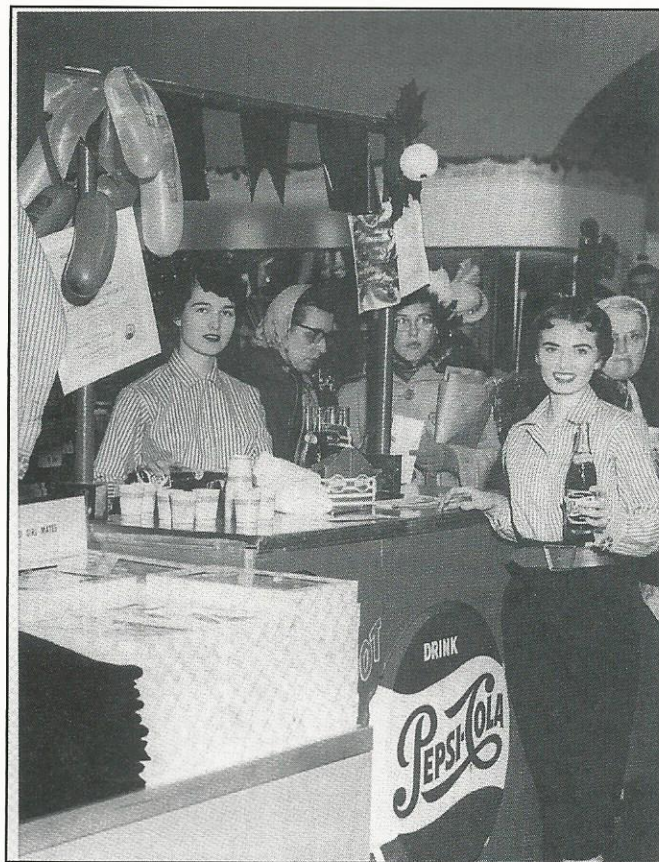
Bernicks Celebrate 90 Years

Currently, there are less than 100 family-owned Pepsi-Cola Bottlers within the Pepsi-Cola Bottling system. So when one of them celebrates an anniversary, that's good news. When that bottler celebrates a 90th anniversary, that's great news! Congratulations to the Bernick family of St. Cloud, Minnesota, who, in 2006 celebrated their 90th anniversary.

The Bernick family began in the soft drink business on April 26th, 1916, when Charles and Elizabeth Bernick purchased the Granite City Bottling Works. The soft drinks they sold at that time consisted of Hires Root Beer, Howdy Orange, Peach Whip, Nugrape, and several others. Bernick immediately improved the operation. By the time prohibition arrived, the company was doing quite well. To take advantage of prohibition, Granite City Bottling Works began distributing several of Schmidt's brands of near beer. Once prohibition ended, Bernick was one of the first in line to get legal beer from the Schmidt's brewery.

In May of 1934, Charles Bernick died in a tragic boating accident. His son, Francis, became president of Granite City Bottling Works. That same year, they expanded their operation by adding Dr. Pepper.

On June 12, 1936, the Granite City Bottling Works was renamed Charles A. Bernick Incorporated. At the same time, Francis Bernick became the sole owner of the company when he purchased the



1954 Lila Bernick with Pepsi-Cola Display

outstanding shares from his sisters.

In 1952, Bernick acquired the Pepsi-Cola franchise. Eventually, the company was renamed Bernick's Pepsi-Cola Bottling Company. After purchasing the Pepsi-Cola franchise, the Bernicks experienced higher growth than ever. With this growth came the opportunity to purchase more Pepsi franchises. Over the years, they purchased Pepsi-Cola franchises for Duluth, Minnesota,

Barnum, Minnesota, Two Harbors, Minnesota, Willmar, Minnesota, Brainerd, Minnesota, Waite Park, Minnesota, Bemidji, Minnesota and Dresser, Wisconsin.

Today, the Bernicks are one of the most respected families in the soft drink business. They have won countless awards for excellence. But, perhaps the most prestigious award they have received was in 2003, when they were awarded the Pepsi-Cola Bottler of the Year.

The Bernick family is very active in the current operation. The sons and grandchildren of Francis Bernick are all involved with the company. Congratulations to the Bernick family - 90 years and going strong!

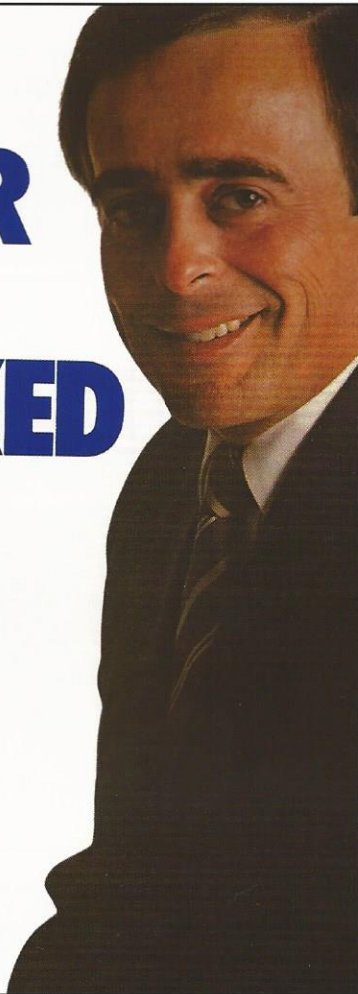


Bernick's Vintage Pepsi Truck

THE OTHER GUY BLINKED

HOW PEPSI WON THE COLA WARS

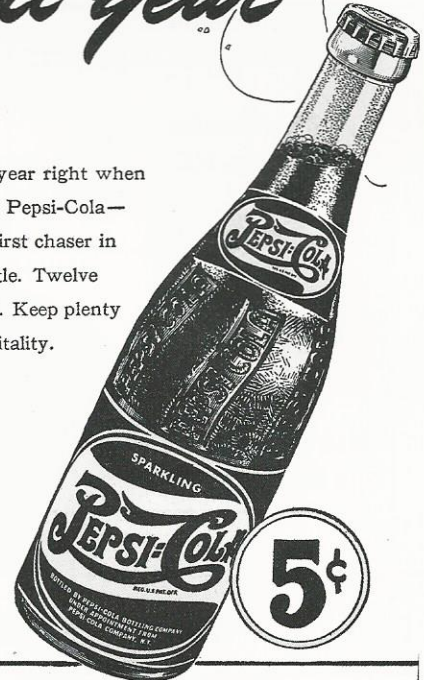
**ROGER
ENRICO**
PRESIDENT & CEO OF PEPSI-COLA
and **JESSE
KORNBLUTH**



In 1985, Coca-Cola suddenly changed their almost 100 year old formula to taste more like Pepsi-Cola. This may have been the most important news event of the year. What caused Coca-Cola to make such a drastic move? It is documented in the book "The Other Guy Blinked" by Roger Enrico. In 1983, Roger Enrico became president of the Pepsi-Cola Company. His rise to the top of the company was a surprise to everyone. It was the result of John Sculley's sudden departure from Pepsi-Cola to become the president of Apple Computers. Roger Enrico took control of the Pepsi-Cola Company and created some of the most important advertising programs of the company. Within a few short years, he turned the tables on Coca-Cola and put them on the defensive. To find out how this all happened, you need to read "The Other Guy Blinked," published in 1986. Fortunately, this book is available FREE to all Pepsi-Cola club members.



You start the year right when you start with Pepsi-Cola—number one thirst chaser in the big big bottle. Twelve ounces, only 5¢. Keep plenty on ice for hospitality.



Pepsi-Cola Company, Long Island City, N. Y. Franchised Bottler: (Name of local bottler to be inserted here)

If you wish to have a copy, please send \$8 for postage and handling along with shipping address to:
Pepsi-Cola Collectors Club
P.O. Box 817
Claremont, CA 91711

ONE COPY PER HOUSEHOLD PLEASE!

Welcome New Members

Sydne Anderson
Bonne Terre, MO

John Strobeck
Tucson, AZ

Angelo Sokol
Antioch, IL

John Theatre
Lincoln, NE

Paul Sipala, Jr.
Fort Myers, FL

Dwight Carter
Lincoln, NE

Dan & Julie Deane
San Bernardino, CA

Mike Lawrence
Cortez, CO

Gerald Oates
Keyser, WV

John Tarbox
Tampa, FL



-run-sheep-run!

Why You Should
Drink
PEPSI-Cola

Pure cane sugar, carbonated spring water, fruit juices, acid phosphate and flavoring—that's PEPSI-Cola. No mystery ingredients, just a precise blending of ingredients—a delicious, wholesome beverage as beneficial as it is refreshing, as invigorating as it is thirst-quenching. Some people call it "Liquid Confidence"! It is the kind of drink you would make at home—if you could!

—and home they flash—to get that precious glass of PEPSI-Cola, the best little drink that ever tickled the taste of a thousand tots.

PEPSI-Cola is a mighty good thing to have in the ice-box when school lets out. For little ones enjoy it just as much as grown-ups, and it has a food value that helps stay that growing appetite till supper-time.

Be your own judge! There is no substitute for PEPSI-Cola—resent the suggestion.

Keep some on the ice at home—for your family or the guests that drop in. At all fountains, 5¢—or your grocer will send you home a crate.



DRINK
PEPSI-Cola
For Healthful Refreshment



The Birth Place of Pepsi Store
Visit Us Online Today!
www.pepsistore.com

The Pepsi Trading Spot

Ads in the PCCC Newsletter are free to members; Ads over 50 words include a set up charge of \$15.00. Ads will be run once. Please note whether your ad is for sale, wanted, or trade.

Pepsi-Cola Collectors Club assumes no responsibility for the buying, selling, and trading of items advertised herein. The editor would like to hear from anyone who experiences problems with an advertiser and/or his goods. The deadline for ads is the 15th of the month preceding the one in which the ad is to appear.

Advertising Information - Display rates are as follows: 1/8 page \$90.00, 1/4 page \$150.00, 1/2 page \$270.00, full page \$480.00. All ads must be camera ready. All ads subject to the discretion of the Editor.

FOR SALE:

Complete collection for sale: glasses, signs, plates, 7' tall Darth Vader.
Contact: Larry Haskins, 5332 S. Citrus Crt., Gilbert, AZ 85297.

WANTED:

1976 Tucson, AZ 16 oz.
Commemorative Pepsi Bottle, will buy or trade. I have some N.C. bottles. Email: Pepsibound1@wmconnect.com
Dennis Catlin, 1955 Lakeside Lane, Conover, NC 28613
Phone: 828-466-1086

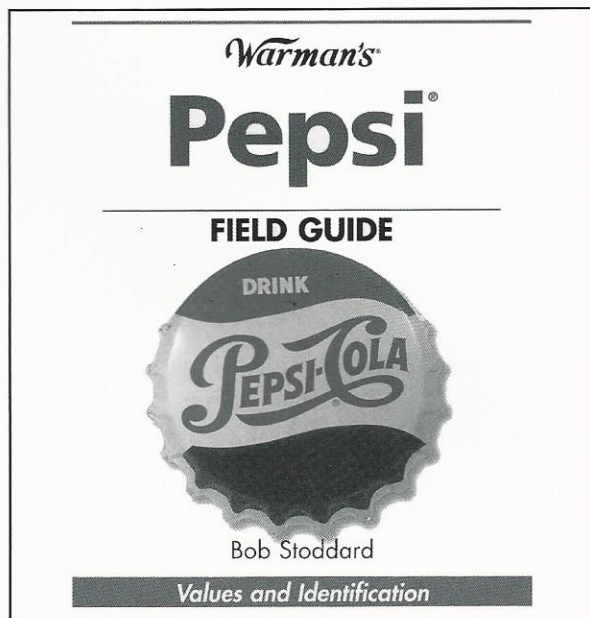
Wanted: Issues of employee magazines from Canada such as "Pepsi People" (Chez Pepsi) or others. Other countries, also. Contact: Phil Dillman at pd62pepsi@sbcglobal.net

For the finest in Pepsi-Cola gifts and collectibles visit:

www.pepsigifts.com

Official Website of Double Dot Enterprises

If you do not have the 2007 Pepsi Gift and Collectibles catalog, email your request to:
doubledot@earthlink.net



Portable pricing for all your Pepsi-Cola collectibles! This inexpensive guide is the perfect to-go reference for collectors of Pepsi-Cola. Whether at Pepsi Fest or routine visits to shops, auctions, or sales, collectors will find the information they need to accurately price and identify Pepsi treasures in this handy reference.. 2,000 listings featuring key details including current values, accurate descriptions, rarity ratings, and 750+ color photos. 4.25" x 5.25", 512 pages full color. Call Double Dot Enterprises to order today! (909)946-6026. \$12.50 plus \$5 shipping.

The Pepsi-Cola Express is the newsletter of the Pepsi-Cola Collectors Club, published bi-monthly. Membership in the club is \$20 per year. Bob Stoddard is the editor of the newsletter, and President of the Pepsi-Cola Collectors Club. Club members are encouraged to submit information to be included in the newsletter. Send all inquiries to Bob Stoddard, c/o Pepsi-Cola Collectors Club, P.O. Box 817, Claremont, CA 91711.

PEPSI-COLA COLLECTORS CLUB EXPRESS



1951 Cardboard Carrier

PEPSI-COLA COLLECTORS CLUB

P.O. BOX 817
CLAREMONT, CA 91711

First Class Mail
U.S. Postage
Paid
Claremont, Ca 91711
Permit No. 24

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA