



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 17, Number 5

Nov. - Dec. 2000

## NEW DRINK ENTERS COLA WARS

Since everyone is now watching football, and planning on eating lots of turkey soon, it must be time to register for Pepsi Fest 2001! It is hard to believe it is already that time again. I know some of you can't believe you need to register in November for an event in March. But, it is true. Pepsi Fest is so popular, that the rooms, swap meet tables, and packets sell out very quickly. Included in this newsletter is the Pepsi Fest registration form, along with the agenda. This will be our 15th Pepsi Fest. We are hoping to make this the most exciting, the most fun, and the best Pepsi Fest ever. To do that, we need your help. Please register as early as possible. This helps with the planning. Once again, we will be at the Holiday Inn Airport in Indianapolis, Indiana. You need to make your room reservations directly with the hotel. I know from past expe-

rience that everyone wants a ground floor room. There are not that many ground floor rooms available. So please be patient with the hotel staff if they cannot give you the exact room you want. Hotel reservations can be made by calling the Holiday Inn Select - Airport Indianapolis at (317)244-6861. If you haven't been to a Pepsi Fest before, this would make a great time to start. Pepsi Fest is the Pepsi-Cola Collectors Club's biggest event of the year. With hundreds of Pepsi collectors from all over the United States buying and selling Pepsi memorabilia, it is a great opportunity to add to your collection. Most Pepsi Fest attendees will tell you that enriching your collection is not the best part of Pepsi Fest. Making new Pepsi friends is, without question, the most beneficial aspect of the event.

There will be more details about

Pepsi Fest in the January newsletter. If you have any questions, feel free to call Bob at (909)946-6026.

Over the last few months, the number of ads in the newsletter has diminished greatly. I assume that most people believe they can sell their items quicker on the internet. The ad section is not just for selling, but there is also a "wanted" section. If there is something that you'd like to find, or something that you'd like to trade, the newsletter is the place to do this. Remember that club members may place ads up to 50 words FREE.

I hope everyone has a wonderful Thanksgiving and a Merry Christmas and a joyous holiday season. Don't forget to send Santa your Pepsi list!

### Inside This Issue

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**Roger Enrico To Step  
Down**

**FEST 2001 Registration**



# Chapter News

from Phil Dillman

Opportunities. There are a lot of those being <sup>MISSED</sup> ~~misused~~ by a large percentage of our club members. I covered some of those opportunities (or benefits) in the previous newsletter, but I think I need to re-emphasize the importance of chapters, both to the club and the individual.

Certainly, those of us that do belong to a chapter can attest to some of the many benefits that go with being a member. But what about the relationship of chapters to the club? Obviously, everyone that has attended a PCCC event, such as Pepsi-Fest, knows about the fun to be had and the goodies to be found, but have you given much thought as to how much you have learned at these various conventions over the years? Just the room-hopping alone exposes us to Pepsi pieces that might not have been seen previously. The same holds true for Show-and-Tell.

## MOVING?

**If you have moved or plan on moving, please remember to send us a change of address. Please send all club correspondence to:**

**Pepsi Cola  
Collector's Club  
P.O. Box 817  
Claremont, CA  
91711**

Much of this knowledge comes from club members that either "happened" across a certain item, or perhaps they specialize in a certain category and found that piece for their own collection. In sharing that item or that information with the rest of the club, it makes us smarter collectors.

As often as Pepsi and the individual bottlers put out new items or products, and as often as new "collectibles" come out in the stores, we, as collectors, need to share that information with the other members. Add to that the fact that many of these items are regional and in limited production. Naturally, we can't all know about everything Pepsi-related that comes out, but we can try to inform the others by letting Bob know about everything that we find.

At our chapter meetings, besides trying to promote our chapter and the club, we discuss new Pepsi collectibles and new Pepsi products. Oftentimes, we will pick up extra "commemorative" cans that we find in our travels to hand out to each other. On different occasions, we have done the same with inexpen-

sive collectibles.

Since chapters are a great way to learn about Pepsi and Pepsi collectibles, it can't be overstated that we need more chapters and chapter members. This would create additional knowledge and, most likely, make your meetings that much more interesting.

If there is a chapter even remotely close to where you live, join it! If there isn't, but there are a number of Pepsi collectors living nearby, start one! There was a decent number of collectors at Summer in New Bern from the southeast. There is a chapter in Richmond, Virginia, and one in Florida. I am curious as to why there isn't a chapter in North Carolina, the "Birthplace of Pepsi-Cola?" While I was spending still more money in the Pepsi store in New Bern, I began talking to a gentleman that collected Pepsi but didn't know that there was such a club as the PCCC. A local chapter there could help promote the club, just as we have done in the Chicago area.

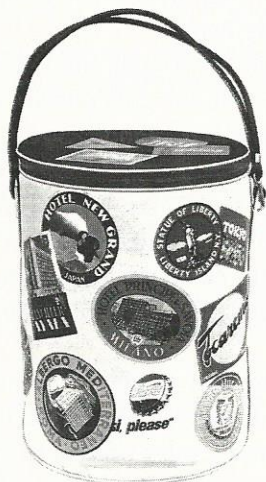
I would like each of the current chapters to please contact me with an update of your chapter's activities. Thanks!

## Future Club Events

**Pepsi Fest  
Indianapolis, Indiana  
March 15th-17th, 2001**

## TOTE & TRAVEL

PEPSI-COLA WORLD September 1962



1962 Pepsi World Magazine Cover



1963 Plastic Tote & Travel Bag

Frequently I am asked about the story behind a bottle, sign or some other Pepsi memorabilia. Most of the time, there is nothing to tell. Not every bottle, sign, etc. has a story of why it was produced. Usually, items bearing the Pepsi-Cola logo are used to aid in the marketing of Pepsi-Cola. It is as simple as that.

It is true that in some instances, items do have interesting stories, or other pertinent facts regarding their creation. For example, some of Pepsi's signage was created by famous artists. Sometimes the unique design and shape of some Pepsi bottles are accompanied with a story. This, however, is a rarity. More often than not, there are no stories. Fortunately, we have been able to collect a few stories about Pepsi memorabilia.

The Pepsi tote & travel is one piece of memorabilia that does have an interesting story. In producing the 1962 Pepsi World magazine, the staff decided to incorporate a unique design for a travel bag for the magazine cover. The cover featured a design of what the artist thought a Pepsi travel bag should look like. After publication of the magazine, requests poured in from Pepsi bottlers around the country wanting to purchase the tote & travel bag. One problem - it didn't exist. Always wanting to please the Pepsi bottlers, Pepsi contacted a manufacturer who was willing to turn the concept into an actual travel bag. In 1963, the travel bag similar to the artist's rendering on the cover of Pepsi World was made available to Pepsi bottlers for gifts and promotions. The actual travel bag featured a newer logo than what was used on the cover of Pepsi World Magazine.

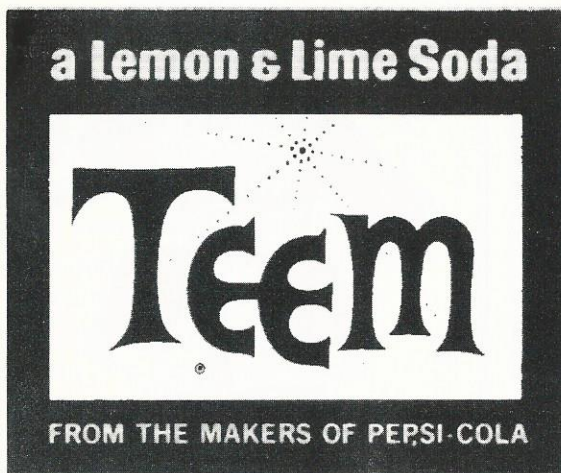


1960's Teem Santa. The unusual thing about this Santa is that he is green rather than red.



1957 Plastic Pepsi Bottle  
Approximately 24" Tall

# LEMON-LIME WARS



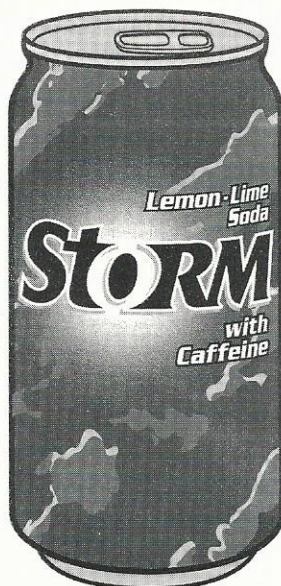
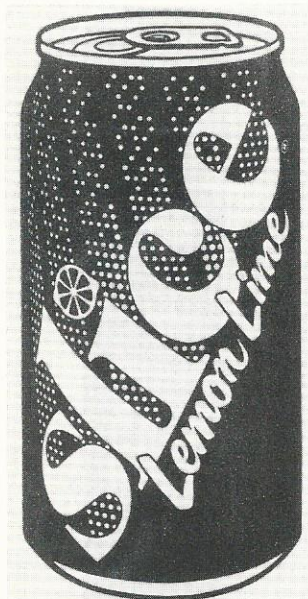
The battle between Coke and Pepsi has often been described as “the cola wars.” The competition between these two cola giants has been ongoing for nearly 100 years. For most of that time, it has been head to head between the brand drinks Coke and Pepsi.

With millions of dollars spent in advertising to gain market share, the competition has become fierce. Now, with the cola portion of the soft drink sales peaking, the two giants must look elsewhere for growth. Among the various beverages now competing in the cola wars, are diet drinks, waters, sport drinks, and lemon-lime drinks. Although lemon-lime drinks have been around for decades, it is only recently that this beverage segment has offered so much opportunity for growth. To take advantage of this situation, Pepsi is introducing a new lemon-lime drink called Sierra Mist.

Lemon-lime flavored drinks are nothing new to Pepsi. As early as 1959, the company produced a lemon-lime drink named Teem. This lemon-lime flavored drink was part of the Pepsi arsenal through the 1960’s and most of the 1970’s. During this period, Teem never reached the sales needed to make it a product worth keeping. For this reason, in the 1980’s, Pepsi began developing a new lemon-lime drink. In 1984, Pepsi introduced the lemon-lime flavored Slice. It was released with great fanfare, because it contained 10% real fruit juice. Initially, sales were good, but over the years the numbers never reached the level Pepsi had hoped for.

With the current growth of the lemon-lime segment of the soft drink market, Pepsi needed to do something. Rather than try to rehabilitate Slice, Pepsi decided to create an all-new lemon-lime drink. Some test marketing of a caffeinated lemon-lime drink named Storm was done, but the results were not satisfactory.

To gain significant share of this 6.5 billion dollar market, Pepsi needed a powerhouse lemon-lime drink. Test marketing revealed that Sierra Mist has the potential to be just such a drink. Over the next few months, Sierra Mist will be rolled out in most areas. The drink will be supported by television along with other forms of advertising. By the first part of next year, we should know if Pepsi has a contender or not.



# PEPSI FEST 2001 REGISTRATION

March 15 - 17th, 2001  
Indianapolis, Indiana

If you plan on attending Pepsi Fest 2001, March 15 - 17, 2001, 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 \$21.00 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 2001 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 Holiday Inn Select - Airport Indianapolis 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 # \_\_\_\_\_ @ \$ 6.50 each \$ \_\_\_\_\_

Children under 10 free

PACKET WITH REGISTRATION FEE # \_\_\_\_\_ @ \$21 each \$ \_\_\_\_\_

FAREWELL DINNER 3/17/00 # \_\_\_\_\_ @ \$20 each \$ \_\_\_\_\_

Child's Meal # \_\_\_\_\_ @ \$ 5 each \$ \_\_\_\_\_

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

3/17/00

TOTAL ENCLOSED \$ \_\_\_\_\_

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS. 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 \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2001.

# of Packets \_\_\_\_\_ @ \$25.00 each = \$ \_\_\_\_\_

**PEPSI FEST 2001 REGISTRATION**  
(Hotel Registration Info on Reverse)

## **PEPSI FEST 2001 SCHEDULE**

Thursday, March 15th, 2001

12:00 Noon	Registration
2:00 P.M.	Welcome First Timers
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

Friday, March 16th, 2001

9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

Saturday, March 17th, 2001

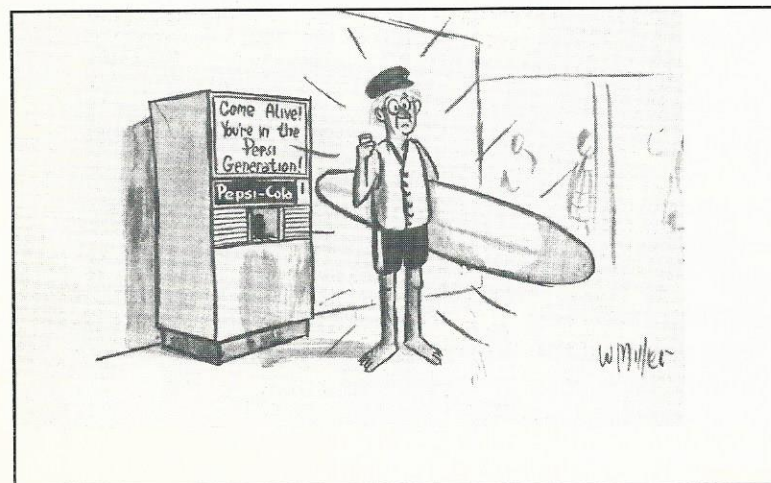
8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

**HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS**  
**2501 South High School Road**  
**Indianapolis, IN 46241**  
**(317)244-6861**

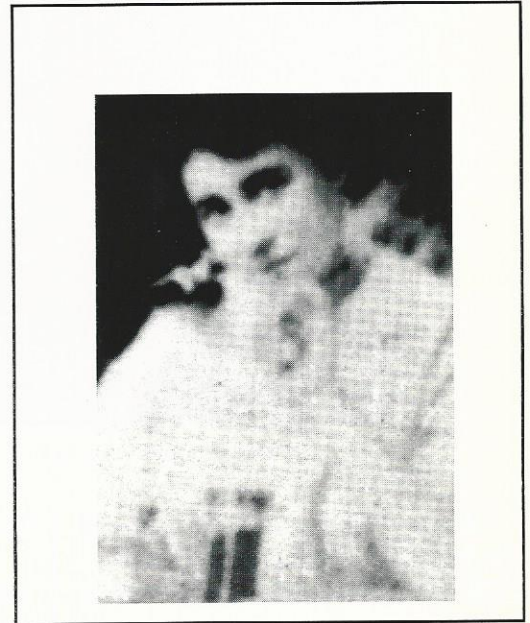
Pepsi Fest 2001 will be held at the Holiday Inn Select - Airport Indianapolis. The room rate is \$76 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)244-6861 for reservations. The hotel is located directly at the airport, I-465 & Airport Expressway.

COME ALIVE! YOU'RE IN THE PEPSI GENERATION

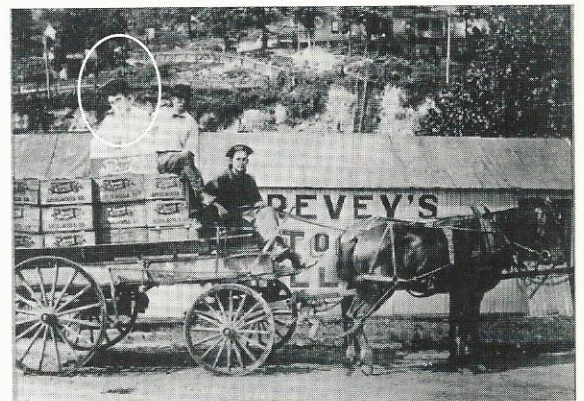
The cartoon below represents an excellent parody of Pepsi's 1963 award-winning Pepsi Generation campaign. The campaign was designed to attract young-thinking people to Pepsi. The cartoon carries this concept to the next level, representing Pepsi as a drink that makes people young.



# WANTED



Do you have, or have you seen this Pepsi cardboard sign? The only one I've ever seen is on the wagon pictured below. Most likely, the sign was produced between 1908 and 1910.



## ENRICO TO STEP DOWN AS CEO IN 2002



*Roger Enrico, CEO of PepsiCo*

### Roger Enrico's PepsiCo Career Highlights

- 1971 - Began working at Frito-Lay
- 1983 - Became President of Pepsi-Cola
- 1984 - Signed Michael Jackson to Five Million Dollar Contract
- 1985 - Declared Victory Over Coke When New Coke is Introduced
- 1996 - Became Chairman and CEO of PepsiCo - Oversees Spin-Off of PepsiCo's Restaurant Business Into Tricon Global Corporation

In the one hundred year history of the Pepsi-Cola Company, there have been numerous presidents, but only a few have become megastars. Arguably, Caleb Bradham, Walter Mack, and Alfred Steele are in that category. These are men that have become as well known as the Pepsi-Cola Company they represented. I would also include Roger Enrico on this list.

Enrico has recently announced that he will step down as CEO of PepsiCo sometime in 2002. His departure comes at a time when the company has had the most success in years. Steve Reinemund, PepsiCo's President and Chief Operating Officer will succeed Enrico as the new CEO.

Enrico came to Pepsi-Cola in 1977, after a short tenure at Frito-Lay. Through various circumstances, Enrico moved up very quickly within the organization. In 1983, when John Sculley unexpectedly stepped down as president of Pepsi to go to work for Apple Computer, Enrico

found himself as president.

Not pleased with the current advertising program, Enrico convinced legendary advertising guru, Alan Pottasch, to recreate the magic of the original Pepsi Generation campaign. Enrico believed he would need something extraordinary to kick off the new advertising "Choice Of a New Generation." When Michael Jackson became available, he knew Jackson was exactly what Pepsi needed. The media excitement of Jackson's signing a five million dollar contract exceeded all expectations. The television airways were inundated with images of Michael Jackson, Roger Enrico, and Pepsi. The Enrico era of Pepsi was well under way. With the help of Jackson and a new advertising campaign, Pepsi sales soared.

More sales equalled more revenue. More revenue meant more dollars for advertising. Pepsi was suddenly hooked on celebrities. During this period, they signed Lionel Richie, Joe Montana, Dan

Marino, Michael J. Fox, and many other celebrities to endorse Pepsi.

Coke felt the overload. By the beginning of 1985, Coke was desperate to catch up with Pepsi. In desperate times, people do desperate things - and that is exactly what the Coca-Cola Company did. They changed the formula of original Coca-Cola. After 99 years, Coke decided to introduce a product that tasted more like Pepsi than Coke. This new drink was called "new Coke."

This event immortalized Roger Enrico as the man who went eyeball to eyeball with Coke - and they blinked. To Enrico, the changing of the Coke formula represented a victory for Pepsi in the cola wars. To celebrate this victory, Enrico gave all Pepsi-Cola employees the day off. No matter what else Enrico has done in life, or will do in life, he will always be known as the guy who made Coke blink.



## WELCOME NEW MEMBERS

**Josh & Sarah Vaughan Family**  
Diamond, MO

**Mark Hurley**  
Chandler, AZ

**Tracy & Mark Ornbaum**  
Henderson, NV

**Karl Kalb**  
Mt. Angel, OR

**James Kay**  
Garfield Hts., OH

**Jess & Annette Malston**  
Kempton, IN

**Bruce & Barbara Possinger**  
Saylorsburg, PA

**Teresa Livingston**  
Ventura, CA

**Kay Garner**  
Carrollton, OH

**Arthur Colegrove**  
LaVista, NE

**Penny & David Lawrence**  
Kingsland, GA

**Homer & Pamela Pharris Jr.**  
Crofton, KY

**Wayne Giles Family**  
Beachwood, NJ

**Denise & Scott Simmons**  
Stanton, CA



*Pictures from the Pepsi Room of Bob Staedel of Livermore, CA*

# 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

For Sale: FA1, FA4, and FA5 \$50 each; Sign \$35; Pencil \$25; Opener \$25, Cases 40's, 50's, and 60's \$25 each; 2 metal cartons, \$75 each; Limited Edition trucks (1 of 10,000) \$75.00 each. E-mail: awsum@mindspring.com

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For Sale: Newly licensed stained glass Pepsi collectibles. Suncatchers, coasters, Christmas ornaments, pencil/pen holders, banks and more. Please go to [www.Glassrageous.com](http://www.Glassrageous.com) to view items or email questions or

specific requests to:  
Glassrageous@aol.com

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**AUCTION!**  
Entire Pepsi Toy Collection! Old, New, and foreign. Phone auction November 15th at 6 p.m. (MT) thru November 21st, 12 midnight. To bid you will need to mail \$10 for your color brochure of more than 500 items!! Your bid number comes with your brochure. Send to: James Murphy, 7328 W. Frost Dr., Littleton, CO 80128 (720)981-5838 jmurphy677@aol.com

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### ANNOUNCEMENTS:

To all of our Pepsi Friends, we wish you a merry Pepsi Christmas & a Happy New Year! Peace.

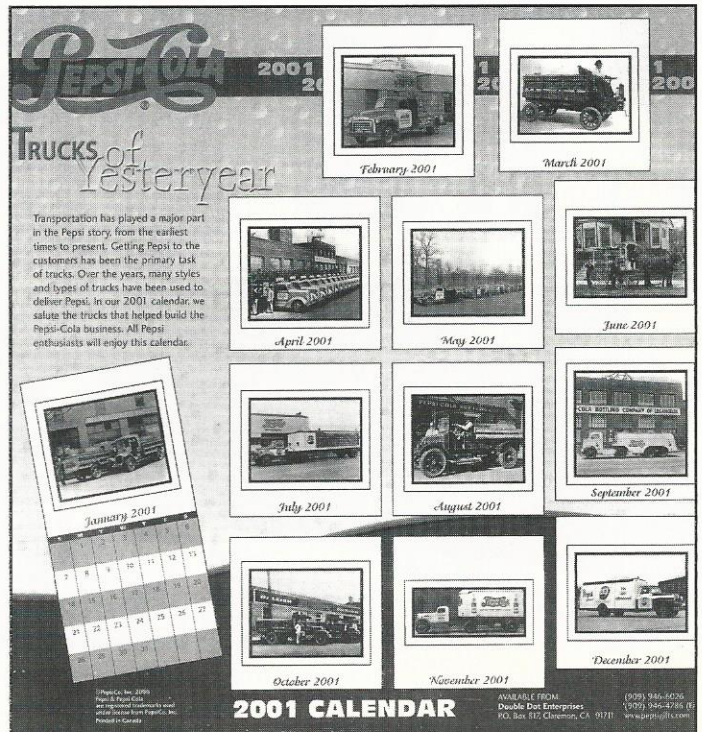
*The Show Me Pepsi Club*

## PEPSI TRUCKS OF YESTERYEAR 2001 CALENDAR

Transportation has played a major part in the Pepsi story, from the earliest times to present. Getting Pepsi to the customers has been the primary task of trucks. Over the years, many styles and types of trucks have been used to deliver Pepsi. In our 2001 calendar, we salute the trucks that helped build the Pepsi-Cola business. All Pepsi enthusiasts will enjoy this calendar. To order with a credit card, please call (909)946-6026, or send \$11.95. + \$5.00 for shipping to:

**Double Dot Enterprises**  
P.O. Box 817  
Claremont, CA 91711

#9100 Trucks of Yesteryear 2001 Calendar \$11.95



AVAILABLE FROM:  
Double Dot Enterprises  
P.O. Box 817, Claremont, CA 91711  
(909) 946-6026  
(978) 346-2746  
[www.pepsiclub.com](http://www.pepsiclub.com)

**Hot Items New on the Market**

**Vertical Partners is proud to announce the only bears on the market today depicting the original Pepsi logo of the last 50 years.**

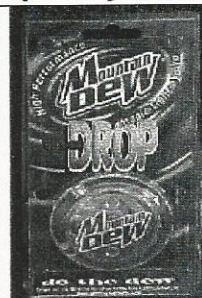
Each Bear is creatively designed to reflect the Pepsi Spirit of the Decade it represents. The bears are fully licensed through PepsiCo, Inc. and Bradford license, Inc to bring to you the only collectible bottle cap bear on the market today.

**Bears available for shipping 1-15-01** Find out more by going to: [www.verticalpartners.com](http://www.verticalpartners.com)

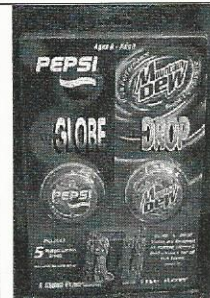
Shop early for Xmas!



# 720 \$5.00  
Mountain Dew  
YoYo

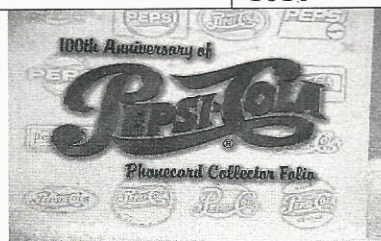


# 721 \$5.00  
Mountain Dew  
YoYo



# 722 \$10.00  
Twin Pack YoYo

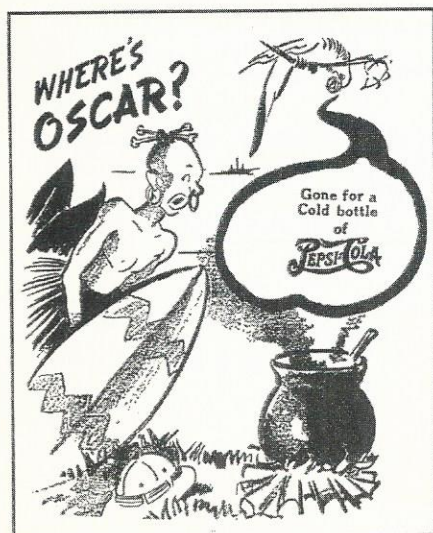
#710  
100 Anniversary Phone CardCollector Set  
Read the story of howPepsi was created including original pictures from long ago. The set includes 4 collector phone cards, Pepsi, Diet Pepsi, Wild Cherry Pepsi, and Caffeine Free Pepsi \$20.00 for the set.



Visit our on-line store today at:  
[www.verticalpartners.com](http://www.verticalpartners.com)

Or call/write to us at:  
Vertical Partners  
PO Box 80661  
Rancho Santa Margarita, CA 92688  
(800) 589-7999

All orders include a \$4.97 shipping and handling charge.





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  
17733 Highland Ave.  
Homewood , IL 60430-1319 USA



# EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 17, Number 6

Jan.- Feb. 2001

## GATORADE JOINS PEPSI TEAM

Happy New Year! I hope everyone had a wonderful 2000, and I wish everyone a happy and prosperous 2001. With just over 60 days left until Pepsi Fest, it is very important that you make your hotel reservations. At last report, there are only a small number of rooms that are available. Additionally, we need for you to send in your registration to the club. It makes planning so much easier when we know how many are planning to attend. Checking in at the event is more efficient when you pre-register. This will be our 15th annual Pepsi Fest. If you have never attended one, this should be your year to get involved with other Pepsi collectors.

Hotel reservations can be made by calling the Holiday Inn Select - Airport Indianapolis at (317)244-6861. For further information and schedule, please see inside this

newsletter.

Pepsi Fest begins on Thursday, March 15th. Anyone is welcome to come earlier. By Wednesday, there are already some collectors selling out of their rooms. However, club events do not begin until Thursday.

How many times have you sat in front of your television set, and said to yourself, gee, I could make a better Pepsi commercial! Or, perhaps you had an idea and thought, gee, this would make a good commercial! Well, now is your chance. This year at Pepsi Fest, we will have the first annual Pepsi Fest home made commercial contest. Your commercial must be on VHS video cassette. Anyone submitting a commercial must be a Pepsi Fest attendee. Your commercial should be at least 30 seconds long, and no longer than 2 minutes, 30 seconds. This contest is

designed for fun and entertainment, so don't take it too seriously. The commercials will be shown at our Friday night meeting. All commercials must be submitted by Friday 10:00 a.m.

Over the last few months, we have all been running crazy trying to get all of our holiday shopping completed. During this same period, PepsiCo has been doing some serious holiday shopping of their own. Besides purchasing the much-publicized Quaker Oats Company, they have also bought South Beach Beverage Company. SoBe gives Pepsi-Cola a large share of the high-end, specialty soft drink business. Quaker Oats gives Pepsi Gatorade. If you are not familiar with Gatorade, it is a sports drink that dominates the market with 84% of all consumption in this category.

### Inside This Issue

FEST 2001 Registration

Auction Rip-Off?

Patio Flavors

Trivia Questions



# Chapter News

*from Phil Dillman*

What could be more appropriate than this? We have a new Chapter! The perfect start to the "New Millenium." The Michiana Pepsi-Cola Collectors Club held their first meeting on November 11th, 2000 in Elkhart, Indiana. They elected officers and decided to meet bi-monthly on the second Saturday of each odd month (i.e. January, March, etc.). Their next meeting will be January 13th, 2001 at 5:00 PM. For more information, call Sue Pletcher at 219-862-2496. Before their first meeting, Sue and two others from their chapter sat in on our Chicago meeting to see what goes on at the meeting. I guess they liked what they saw.

The Chicago Connection held their annual Christmas Party/Meeting on December 9th, during which they also held the election of officers and set the dates of their meetings for 2001.

The "Show-Me Pepsi Club" showed that they are a classy group with their "Season's Greetings" in the last newsletter.

It's hard to put a positive spin on this next question. I mean, I know we are all very busy people and that, for most of us, our lives don't revolve around Pepsi, but, I didn't hear anything from any of the other chapters. Do you still exist? Are you out there somewhere? Hell-o?

I would like to point out that the problem of mistakes in the Chapter News has been addressed and should not be as frequent in the future. One example would be from the first sentence of the last issue, where the word "missed" was replaced with "mis-used." There have been others, but my point has been made.

Chapter Show and Tell - Start planning now! In following the pattern that our "Chicago Chapter" established two Fests ago, this year's display will be of Pepsi items from the era 1962-1970. This allows each of our members to participate in the display. Each Chapter has the opportunity to display whatever Pepsi items they want, from any era, any category, whatever. The main purpose of this activity is to allow each chapter member to be involved and to hopefully educate the others with your display. Any questions, call Phil at 798-798-0404 or PD62Pepsi@aol.com.

## SoCal Chapter News

*Submitted by John Arbenz*

"Pepsi Celebration Las Vegas 2000" is just a warm fuzzy memory. for those who helped put on the Celebration: "many thanks for all your help and support. We could not have pulled it off without you." For those of you who attended, "Thank you for attending. We had a great time. You are the reason for the celebration. Without you there is no point for our effort." There were a lot of old friends and a lot of new faces. Meeting new collectors and renewing old acquaintances, is after all, the reason for the Celebration. For me the best part is the room hopping, seeing all of great things

that collectors bring and talking to everyone in their rooms. Others consider the auction or the swap meet to be the hit of the weekend. At the welcome meeting Bob Stoddard hosted a Pepsi Trivia Challenge. I was happy to win the \$50 gift certificate, though I thought I got all the easy questions.

We would like to invite all PCCC members in the SoCal area to come to our meetings. The schedule for 2001 will be in the next So Cal newsletter. Most of the meetings are in the LA area, but the February 20, 2001 meeting will be at our house in San Diego. There will be lunch, Pepsi, Show and Tell, a raffle, several swap meet tables, and a short business meeting. In addition to the fun, food, and Pepsi, John & Kay's tangerines and avocados will be ripe and ready to pick. So bring your latest treasures, something for the raffle, an appetite, and a bag for the fruit. For directions to the February meeting email arbenz@flash.net or call John & Kay at (619)448-0566. Remember, the reason we have local meetings are to meet new collectors, share each others collection, learn about new collectibles, share our thoughts, and acquire new treasures. The SoCal Chapter has members from as far north as Santa Maria to as far south as Ensenada, Mexico. We hope to see more national members join us at the chapter meetings.

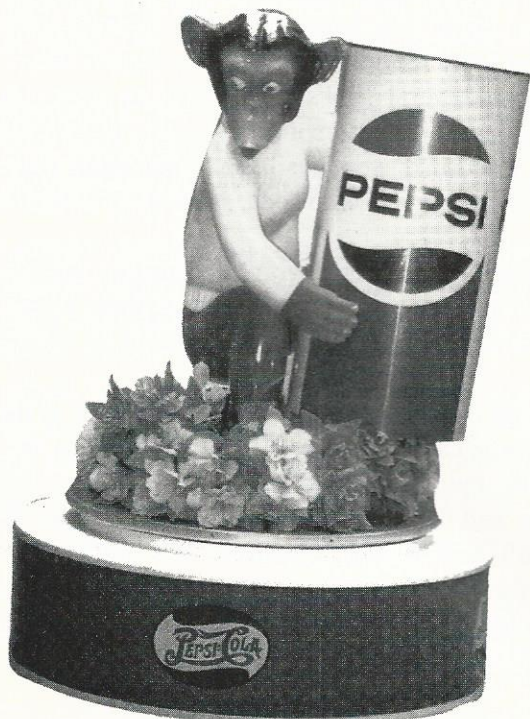
## Future Club Events

Pepsi Fest

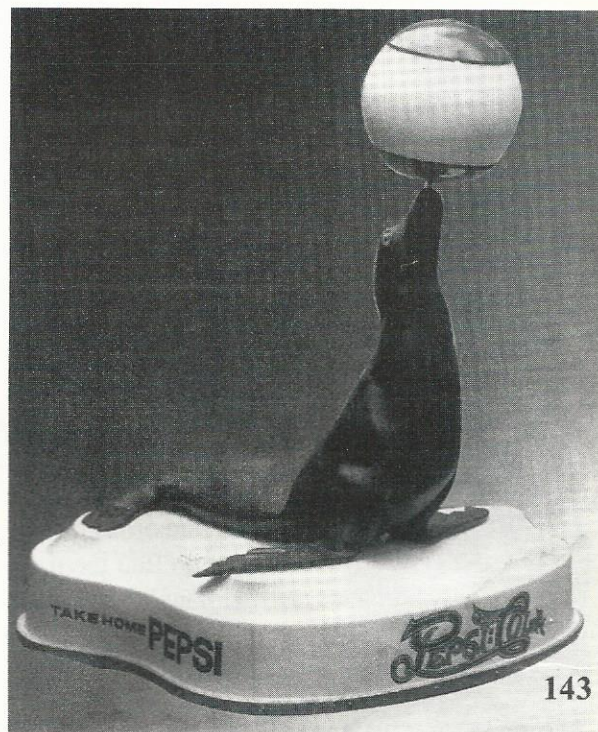
Indianapolis, Indiana

March 15th-17th, 2001

# Auction Rip-Off?



*"Rare Pepsi display made for point of purchase and not available to the public."*



*"These were given out to Pepsi distributors. Very rare, great display."*

These two display items were recently offered in an auction, along with the above mis-information. The information below the seals says they were given out to Pepsi distributors. Below the monkey, it says "rare Pepsi display." This information was included in the auction brochure to assure the buyer that these are legitimate Pepsi items. Is this information enough to convince you that indeed these are Pepsi collectibles? Let's examine these "rare" items a little closer.

The monkey is holding a can featuring 1970's graphics. The base of the display is adorned with a 1943 Pepsi logo. Would Pepsi actually put these two separate era graphics together? The better question is, why would it be necessary to mix eras? There is no legitimate reason why it would be necessary to place a nostalgic logo on the base. The 1943 logo adds nothing to the display. This display, if real, would have had to have a 1970's logo on the base. Remember, when marketing a product, it is important to present a consistent image to the public. Therefore, you would only use a nostalgic logo if it was in some way related to a marketing campaign. Or, perhaps you think this was a 1943 display that was updated with a newer Pepsi can. Maybe, but I don't think so. This display looks like a lot like one used by the Burgermeister Beer Company in the 1960's. Displays such as this were generally made generic, and then later retro-fitted for whichever company wanted to buy the display.

The seal is just plain ridiculous. A 1906 Pepsi logo on the base of a display that features a Pepsi globe? I don't think so. Again, you have to ask yourself, does a nostalgic logo add to the marketing of this display? I say - nothing. But it does add to the value of this item for an unscrupulous seller.

When you purchase items like these, you need to carefully analyze everything. Ask yourself the tough questions. Why would Pepsi make this? Why would they mix logos? Does this fit into the advertising for that era? If you can't answer these questions, and the seller can't answer these questions, then you are better off not to spend your money on something you are not sure of. Using the words "rare Pepsi item" should never be the motivating reason to buy anything with Pepsi on it.

If you disagree with my assessment of these Pepsi pieces, let me know. If you have seen any items that appear to be grossly misrepresented, send me a picture and the information.

## Patio by Pepsi



In Pepsi's one hundred plus years, they have produced numerous soft drinks other than Pepsi-Cola. One of these drinks was called Patio. The name Patio was originally used as Pepsi's Diet Cola drink. But that is another story for another time. The unique thing about Patio is that it was not one drink, it was several drinks, or should I say several flavors. Patio was the name given to Pepsi's line of flavored soft drinks. The Patio drinks were produced in the 1960's and 1970's. The drinks were available in numerous flavors such as orange, grape, root beer, strawberry, ginger ale, club soda, strawberry cream, red cherry, red cream, and grapefruit.

The concept behind Patio was that bottlers could offer flavored soft drinks, without the expense associated with nationally advertised beverages. For this reason, there wasn't much advertising signage produced for Patio. Even the bottles were very plain, bearing only the Patio name.

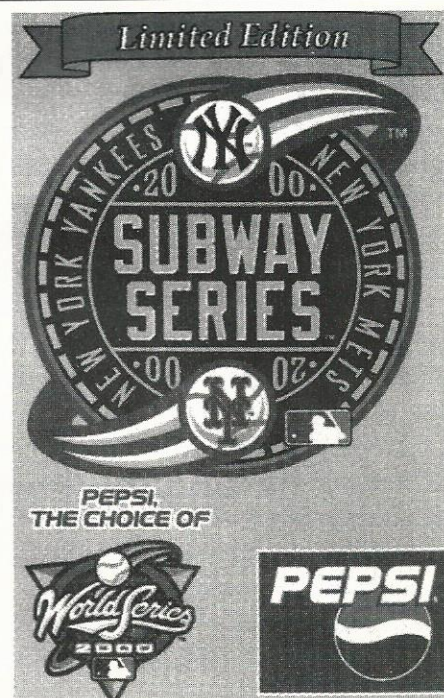
The flavor of the drink in the Patio bottle could only be guessed by the color of the contents, or by reading the flavor on the bottle cap. The good news is that, if you are looking for an inexpensive Pepsi collectible, Patio bottle caps are fun to look for. There are numerous different flavors on the caps, and they are somewhat difficult to find. When you do find them, I can't imagine that you'll have to pay more than a few dollars. Although I have listed a number of Patio flavors, I am not sure that the list is complete. Which flavors were sold was pretty much left up to the individual bottler. I can see in some areas, a bottler may have produced his own flavor, based on local taste.

## Play Baseball - Drink Pepsi

Over the last few years, Pepsi has become a big sponsor of Major League Baseball. No longer satisfied to let the competition have pouring rights at ballparks around the country, Pepsi has decided to play in the big leagues. Many of the new retro ball fields, including Jacobs field in Cleveland, serve Pepsi-Cola. To add to the number of ball-parks serving Pepsi, the new PNC Park in Pittsburg will also serve Pepsi-Cola. Hopefully, there will be some great memorabilia created for the new home of the Pittsburg Pirates.

In other baseball/Pepsi news, Pepsi has signed an endorsement deal with Oakland A's first baseman and American League MVP Jason Giambi.

Speaking of Pepsi/baseball memorabilia, there was a limited edition can produced in the New York area for the 2000 World Series. I have not seen this can yet, but judging by the graphics to the right, it is a great looking Pepsi collectible. I do plan to get one for my personal collection.





# PEPSI FEST 2001 REGISTRATION

March 15 - 17th, 2001

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2001, March 15 - 17, 2001, 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 \$21.00 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 2001 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 Holiday Inn Select - Airport Indianapolis 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 # \_\_\_\_\_ @ \$ 6.50 each \$ \_\_\_\_\_

Children under 10 free

PACKET WITH REGISTRATION FEE # \_\_\_\_\_ @ \$21 each \$ \_\_\_\_\_

FAREWELL DINNER 3/17/00 # \_\_\_\_\_ @ \$20 each \$ \_\_\_\_\_

Child's Meal # \_\_\_\_\_ @ \$ 5 each \$ \_\_\_\_\_

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

3/17/00

TOTAL ENCLOSED \$ \_\_\_\_\_

SWAP MEET TABLES: \$10.00 for the first table and \$6.00 for each additional table - ONLY IF STAYING AT THE HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS. 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 \$25.00. Your packet will be mailed to you AFTER Pepsi Fest 2001.

# of Packets \_\_\_\_\_ @ \$25.00 each = \$ \_\_\_\_\_

**PEPSI FEST 2001 REGISTRATION**

(Hotel Registration Info on Reverse)

## **PEPSI FEST 2001 SCHEDULE**

### Thursday, March 15th, 2001

12:00 Noon	Registration
2:00 P.M.	Welcome First Timers
3:00 P.M.	Chapters Meeting
6:00 P.M.	Room Hopping

### Friday, March 16th, 2001

9:30 A.M.	Show & Tell - Questions
11:00 A.M.	Oral Auction Check-In
12:30 P.M.	Oral Auction Begins
6:00 P.M.	Be Sociable Party & Meeting
7:30 P.M.	Room Hopping

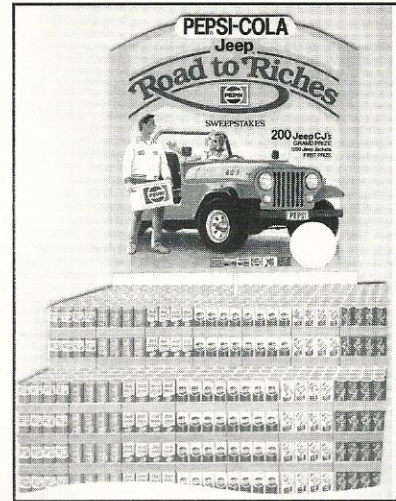
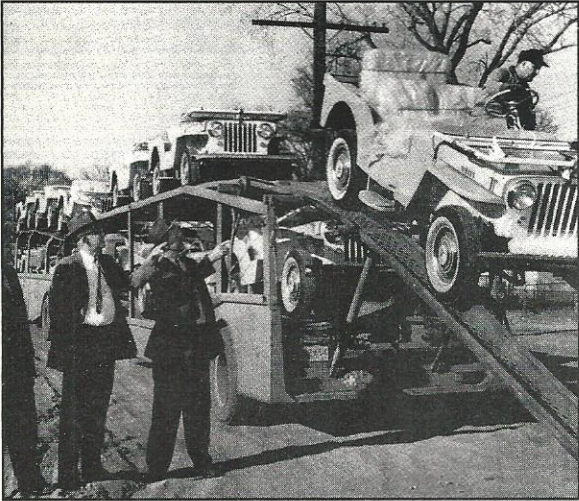
### Saturday, March 17th, 2001

8:30 A.M.	Silent Auction Check-In
9:30 A.M.	Silent Auction Starts
12:00 Noon	Group Picture - Meet in Registration Room
1:30 P.M.	Dealer Set-Up for Swap Meet
2:30 P.M.	Swap Meet Begins - Will Run 2-1/2 Hours
7:00 P.M.	Farewell Dinner

**HOLIDAY INN SELECT - AIRPORT INDIANAPOLIS**  
**2501 South High School Road**  
**Indianapolis, IN 46241**  
**(317)244-6861**

Pepsi Fest 2001 will be held at the Holiday Inn Select - Airport Indianapolis. The room rate is \$76 per night for club members. Please note when you make your reservations whether or not you will be selling from your room. Call (317)244-6861 for reservations. The hotel is located directly at the airport, I-465 & Airport Expressway.

## PEPSI USES JEEPS IN COLA WARS



Over the years, Pepsi-Cola has used numerous celebrities to promote Pepsi-Cola. From actors to sports heroes, Pepsi has called on scores of legends to endorse Pepsi-Cola. One of the great legends that has been involved in promoting Pepsi-Cola, is JEEP.

When thinking of the great Pepsi promotions, most people seldom think of JEEP. In the past fifty years, JEEP has been the prize in at least three of Pepsi's biggest promotions. The prospect of winning a brand new JEEP has always created consumer excitement. Every JEEP promotion has increased interest not only with consumers, but with Pepsi bottlers as well. The giving away of a brand new JEEP has aided in the increase of Pepsi sales.

The JEEP promotions have been conducted by individual Pepsi bottlers, and by the Pepsi-Cola Company nationwide. In the 1960's, the Jeeps were custom Jeeps, made exclusively for Pepsi-Cola. In the 1980's, the campaign called the JEEP Road to Riches Promotion. In the 1990's, Jeeps were given away by the Pepsi-Cola Company on MTV. The next time you are thinking of great Pepsi celebrities and promotions, don't forget to put JEEP in that category.



*Ron Skiles, Ann Donofrio, and Brenda Skiles visiting this popular Pepsi spot in Tyson, Vermont*

## PEPSI TRIVIA

1. In which eastern block country was Pepsi first sold?

- A. Poland
- B. Soviet Union
- C. Hungary
- D. Bulgaria

2. Which organization raised money to send Pepsi to the troops in Vietnam?

- A. USO
- B. VFW
- C. National Soft Drink Association
- D. Christian Women's Temperance Union

3. Which of these was not a Pepsi product?

- A. Pepsi AM
- B. Pepsi Kona
- C. Pepsi Ultra
- D. Pepsi Excel

4. What year did Pepsi introduce non-returnable bottles to the soft drink market?

- A. 1965
  - B. 1970
  - C. 1976
  - D. 1980
- (1948)

5. Which bottler was first to use a motor-driven truck?

- A. Detroit
- B. Los Angeles
- C. Charlotte
- D. Atlanta

6. Los Angeles Dodgers baseball player, Steve Garvey, worked for Pepsi as a:

- A. Truck Driver
- B. Salesman
- C. Bottle Washer
- D. Purchasing Agent

7. Originally, a 12-ounce bottle sold for:

- A. 10 cents
- B. 7 cents
- C. 6 cents
- D. 4 cents

8. Pepsi was the first soft-drink company to use its name on what other product?

- A. Gum
- B. Diet Drink
- C. Cereal
- D. Candy Bar

9. Pepsi once sold a product called Teem which is a:

- A. Tea Beverage
- B. Sports Beverage
- C. Lemon-Lime Beverage
- D. Chocolate Beverage

10. Pepsi's Devil Shake was a:

- A. Beer Flavored Drink
- B. Chocolate Flavored Drink
- C. A mixture of several different flavors
- D. Extra strong Pepsi

11. Which Pepsi jingle was so popular that it was played in jukeboxes?

- A. Pepsi-Cola Jingle
- B. Be Sociable Song
- C. Choice of a New Generation
- D. Joy of Cola

12. In the Pepsi commercial featuring an Einstein look-alike, the char-

acter says choosing Pepsi is:

- A. Elementary
- B. Scientifically the Only Choice
- C. Theoretically Correct
- D. A No Brainer

13. Pepsi was consumed in space from a:

- A. Tablet
- B. Bottle
- C. Plastic Pouch
- D. Can

14. The Come Alive Theme Song was sung by:

- A. Anita Bryant
- B. Debbie Reynolds
- C. Joni Summers
- D. Polly Bergen

15. You've Got a Lot to Live. What does Pepsi have a lot to?

- A. Say
- B. Taste
- C. Give
- D. Drink

16. The music from the Live-Give Theme Song was written by:

- A. Paul Williams
- B. Joe Brooks
- C. Paul Anka
- D. Phil Spector

17. One of the singers in the Live-Give commercial was:

- A. Barry Manilow
- B. Neil Diamond
- C. Michael Bolton
- D. Wayne Newton

18. One of the most famous Pepsi commercials of all time is called "Puppies." Which advertising went with the commercial?

- A. Have a Pepsi Day
- B. Pepsi Now!
- C. Catch That Pepsi Spirit
- D. More Bounce to the Ounce

19. One of Pepsi's advertising slogans came from which pop expression?

- A. Hang Loose
- B. What's Happening?
- C. Have a Nice Day
- D. Be Cool

20. Pepsi One is:

- A. Character from Star Wars
- B. A Phone Number

- C. An Address
- D. A Soft Drink

21. Pepsi produced a series of long-neck bottles to celebrate this driver's accomplishments:

- A. A.J. Foyt
- B. Richard Petty
- C. Dale Earnhardt
- D. Rusty Wallace

22. Famed American artist, Norman Rockwell, drew what for Pepsi?

- A. A Santa
- B. A Truck
- C. Bottling Plant
- D. Cartoon Characters

23. How many cans are in a Pepsi cube?

- A. 36
- B. 12
- C. 24
- D. 18

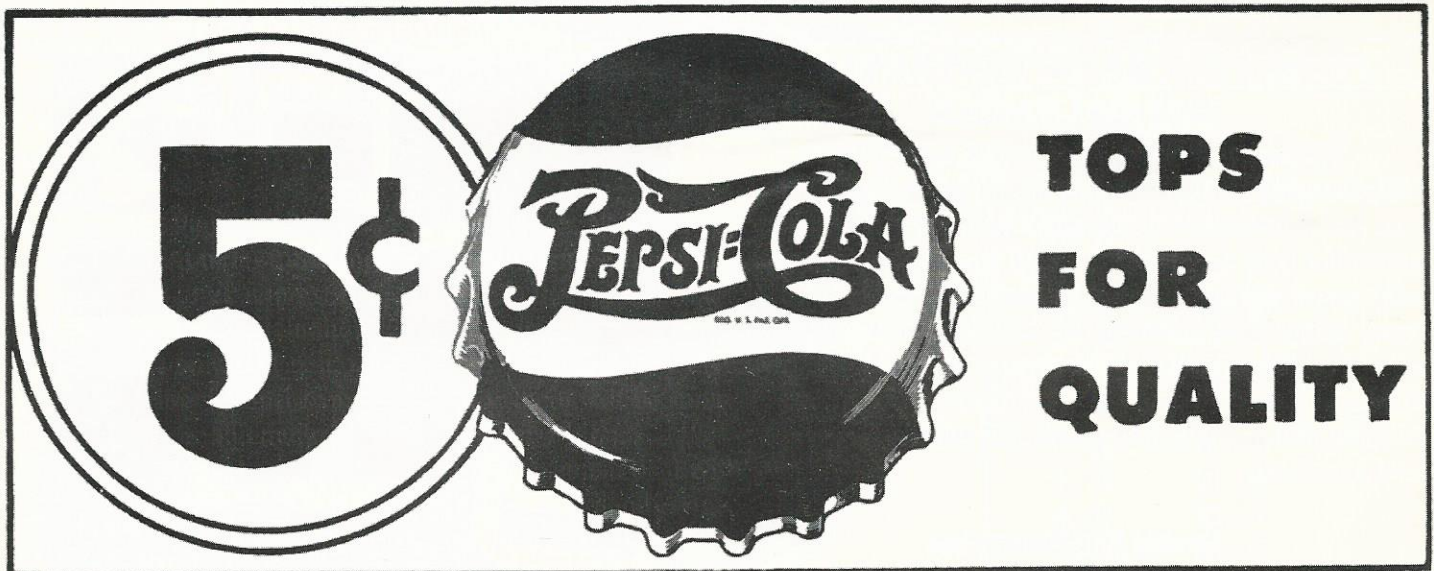
24. The fictitious item in the Pepsi stuff promotion was:

- A. Submarine
- B. Harrier Jet
- C. Armored Personnel Carrier
- D. Attack Helicopter

25. To promote Pepsi's new blue can in Europe, they painted in blue paint:

- A. The Eiffel Tower
- B. Red Square
- C. A Concorde Jet
- D. The Berlin Wall

*Answers to trivia questions found on the back inside page.*



# 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

For Sale: Fabric Pepsi Hair Scrunchies, \$4.00 each. Send money order to Shelly Taylor, 305 W. Woodland Rd., Montezuma, IA 50171.

\*\*\*\*\*  
 For Sale: Script bottles, listed in James Ayers Book. No. TAR1, Aqua Blue Mint \$425, No. PEN3, Light Amethyst, near mint \$250, and No. LAT2, Green, Latta, SC Mint \$160, Bobby Edwards (252)756-2619 (email)vickiepes@hotmail.com

\*\*\*\*\*  
 For Sale: collection of over 30 years - 50's/60's signs, soft sheets, stand ups, jackets, (2 Jackson '84 tour), caps, t shirts, bottles. Email: pork-

chop 131@juno.com, or send queries to: Bill Proctor, P.O. Box 112, Chesterfield, NH. BRO's.

\*\*\*\*\*

Wanted: Franklin Mint Plate "Pepsi Cola Christmas" and "Brown Bear" of 1st bear collection. Contact: Pat and Dick Basye, 7471 Smithfield Ave., Reynoldsburg, OH 43068 (614)866-3968.

\*\*\*\*\*

Wanted: Pepsi-Cola bottles from other countries. Contact: Ray Davidson, 9464 W. 1300 N., Elwood, IN 46036 or email: cathy@tiptoutel.com

\*\*\*\*\*

Wanted: 1950 NSDA Bottle. Contact: Roger Tucker, 819 N.

West St., Winchester, IN 47394 (765)584-2929.

\*\*\*\*\*

Trade: Can collector wants to trade U.S. Pepsi cans with foreign members for other non-U.S. Pepsi cans. Just updated my brand new list of cans to trade. Your list for mine, write or email to: Rich Simmons, 19201 Sherwood Green Way, Gaithersburg, MD 20879. email: rich@pinnaclecommunications.com

\*\*\*\*\*

Wanted: Pepsi World Magazines, cans or bottles of the following: H202! Orange, Sugar-Free Teem, Skandi, Mt. Dew Red and Diet, Lemon Pepsi, Patio-Tonic Water, Ginger Ale, Red, Red Cherry, and Club Soda. Contact Phil Dillman 708-798-0404.

## PEPSI TRUCKS OF YESTERYEAR 2001 CALENDAR

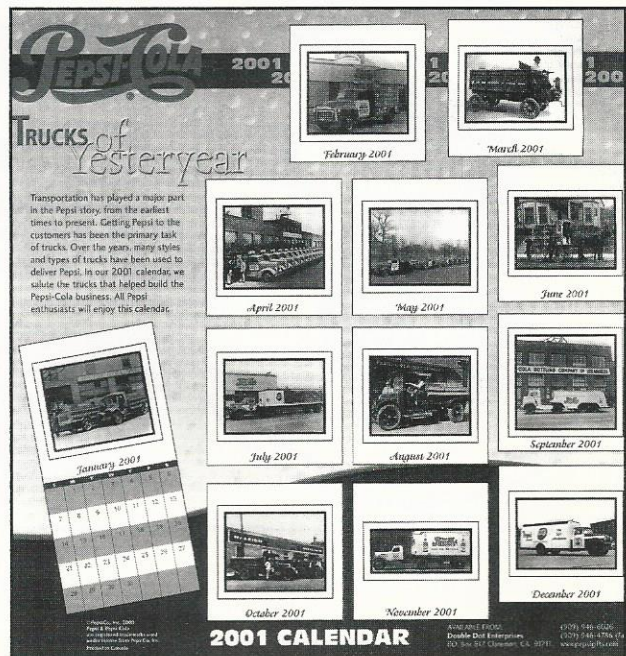
YEAR END SPECIAL! FREE SHIPPING!

Transportation has played a major part in the Pepsi story, from the earliest times to present. Getting Pepsi to the customers has been the primary task of trucks. Over the years, many styles and types of trucks have been used to deliver Pepsi. In our 2001 calendar, we salute the trucks that helped build the Pepsi-Cola business. All Pepsi enthusiasts will enjoy this calendar.

To order with a credit card, please call (909)946-6026, or send \$11.95 to:

**Double Dot Enterprises**  
 P.O. Box 817  
 Claremont, CA 91711

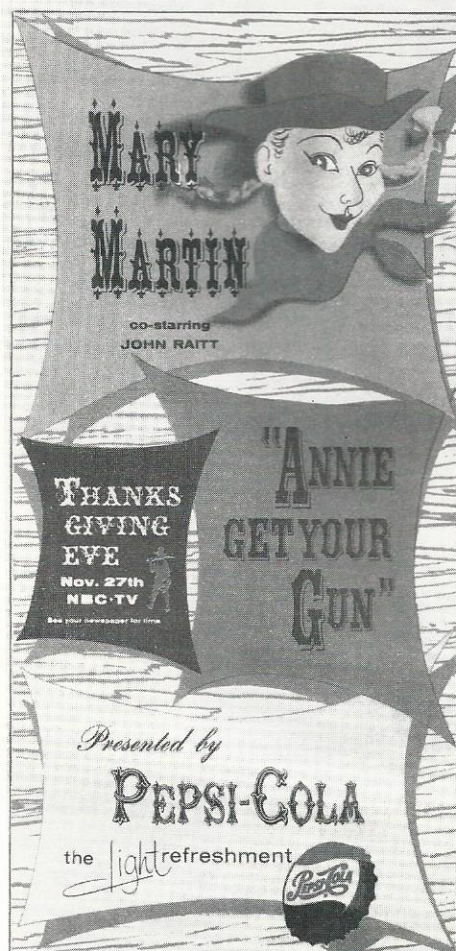
#9100 Trucks of Yesteryear 2001 Calendar \$11.95



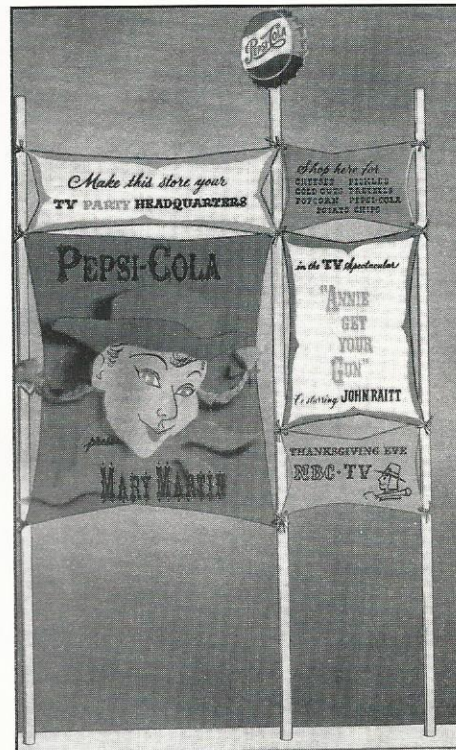
# ANNIE GET YOUR GUN

Most people think of Pepsi advertising as commercials on television. This is only partially true. Advertising is part of a larger discipline called marketing, which simply put, is an overall strategy to entice consumers to recognize and buy the product. One aspect of marketing is promotions - one of Pepsi's most important tools for selling soft drinks. Pepsi promotions consists of everything from contests to commemorative cans - anything that attracts the consumers attention.

Over the years, Pepsi has used hundreds of different promotions to increase sales. One of their most successful promotions was "Annie Get Your Gun." This popular play was performed for a television audience of nearly 100 million people. In this case, Pepsi not only promoted itself, but also promoted the play. By being associated with this popular play, the results were a huge audience and a tremendous image enhancement for Pepsi-Cola. Numerous point of purchase materials were created for this event. "Annie Get Your Gun" promotional materials make great Pepsi collectibles. Several of these collectibles are pictured on this page.



3 Sheet Poster



Supermarket Display



Menu Insert



3" Lapel Badge

## Answers to Trivia Questions:

- |       |       |
|-------|-------|
| 1. B  | 14. C |
| 2. D  | 15. C |
| 3. C  | 16. B |
| 4. A  | 17. A |
| 5. C  | 18. C |
| 6. B  | 19. C |
| 7. A  | 20. D |
| 8. B  | 21. B |
| 9. C  | 22. A |
| 10. B | 23. C |
| 11. A | 24. B |
| 12. D | 25. C |
| 13. D |       |



*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.

PEPSI-COLA COLLECTORS CLUB  
P.O. BOX 817  
CLAREMONT, CA. 91711

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Phillip Dillman  
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Homewood, IL 60430-1319  
USA