



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 18, Number 1

Mar.-Apr 2001

It's Joy of Pepsi for 2001

This year we celebrate the 15th anniversary of Pepsi Fest. For those who don't know, Pepsi Fest started as a means of getting Pepsi collectors to meet each other. Obviously, that goal was obtained long ago. Additionally, we have all enriched our collections and lives by attending Pepsi Fest. The event has had overwhelming success by all standards, even though we got off to a slow start. At the first Pepsi Fest in 1987, there were only about 50 people. None of us knew what we were supposed to do. Since then we have survived fire drills in the snow, ice storms, sub-standard accommodations, sleep deprivation, and ATM overload. Despite these obstacles, this event has become the one that most of us plan our year around. If you have not attended a Pepsi Fest, you are missing something very special. The 15th anniversary would be a great

time to attend your first Fest!

Remember, the dates are March 15-17th in Indianapolis. 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.

Once again, we would like to remind you of our "Amateur Pepsi Commercial Contest." Any Pepsi Fest attendee can submit a commercial at least 30 seconds long, and no longer than 2 minutes, 30 seconds. All commercials must be submitted by Friday at 10:00 a.m. on a VHS cassette. This would make a great activity for local chapters to produce their own Pepsi commercial.

Speaking of commercials - Pepsi returned to the Super Bowl this year with several new entrees. The Bob Dole Pepsi ad came in at number #8

on the USA Today ad meter. During the post-game show, Pepsi asked viewers to rate their all-time favorite Super Bowl Pepsi commercial. One hundred thousand respondents logged onto the internet and voted for Cindy Crawford's "Just One Look." The commercial featured two young boys admiring the new Pepsi can graphics as Cindy drank the Pepsi.

St. Patrick's Day occurs during Pepsi Fest this year. To honor the Irish, on Saturday we will encourage everyone to wear their Mountain Dew shirts, hats, costumes, or whatever green Mt. Dew clothing you might have.

Be Young, Have Fun, Drink Pepsi, and we'll see you at Fest!

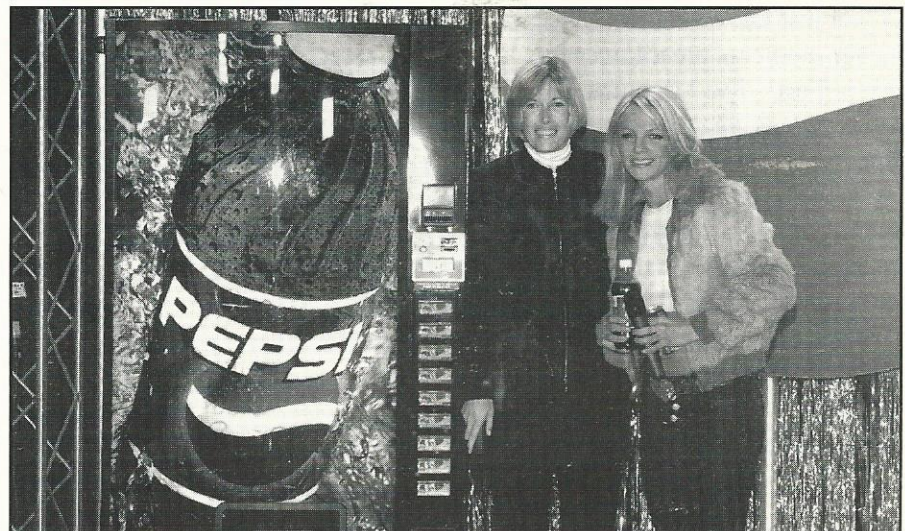
Inside This Issue

New Pepsi Slogan

Britney Signs With Pepsi

Ask Pepsi & Pete

Pepsi R & D



Britney Spears Receives Pepsi Vendor On Signing With Pepsi

Chapter News

from Phil Dillman

Pepsi Fest is rapidly approaching and I'm already getting excited! Besides the fact that I'll be buying more Pepsi items than I have room for (or money for), I especially enjoy getting together with fellow Pepsi collectors, most of whom I only get to see once a year. It also gives me the opportunity to encourage the existing chapters to keep up the good work and to help the ones wanting to start a chapter the moral support that comes from being there in person.

Terry Brennan from the Iowa Chapter tells me that they will have quite a few members from their group present at Indy. The Show Me Chapter from the St. Louis area always has a good turnout at Pepsi Fest. They also informed me that their chapter members helped out two of their members start a new Pepsi collection after their house burned down, destroying everything, including their Pepsi collection. I have seen so many instances where chapter members actually become more like family members to each other. Is that cool or what? I know that the Southern California Chapter is usually well represented at Indy, and you just know that the Chicago Chapter members are all over the place at Fest! The Michiana Chapter was also planning on having several of their members there.

One last reminder - at the chapters meeting on Thursday afternoon, the Chicago Chapter will have a display immediately after the meeting. All of the other chapters are encouraged to participate in the displays as well. I've also called it Chapters show-and-tell. Either way, it's simply a way of letting the members of each chapter get involved in the

planning and participation of a group display. You can pick an era, a theme or category, or no theme at all. Maybe just some of each members favorite pieces. It doesn't matter. What does matter is that everyone is involved and has fun.

Does anyone have any comments, questions, or suggestions regarding chapters? If so, let me know! I'm easy to talk to and I'm willing to listen. You know where to find me.

Commemorative Bottles

In the 1970's and 1980's, Pepsi-Cola and Pepsi-Cola Bottlers around the country produced millions of commemorative bottles. Bottles were issued to commemorate football championships, historical dates, new plant openings, plant anniversaries, and numerous other significant events or people.

Unfortunately, due to the large quantity of bottles produced, most of the commemorative bottles have not significantly appreciated in value. Despite this, commemorative bottles are still fun to collect.



This Kentucky bicentennial bottle was produced in 1975. 1,400,000 of these were issued.

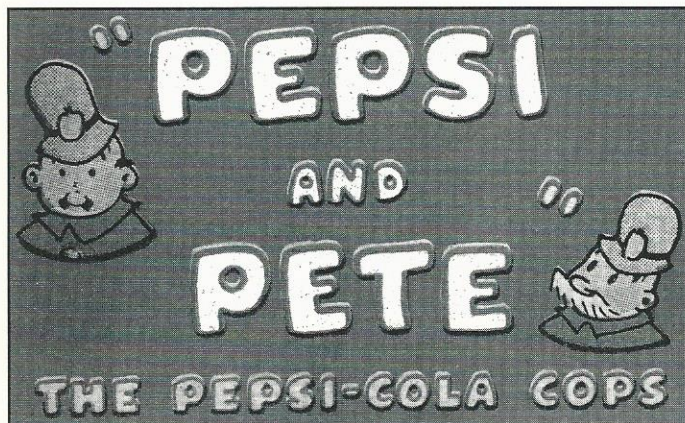
Future Club Events

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

Summer in New Bern
New Bern, North Carolina
August 9th-11th, 2001

Collector Information

ASK



Dear Pepsi & Pete:

I hear the words "double-dot" being used often when referring to Pepsi memorabilia. What does that mean?

Signed,
Joanie

Dear Joanie:

The expression "double-dot" refers to the old Pepsi script. Prior to 1951, the Pepsi-Cola script had two hyphens between "Pepsi" and "Cola." Many collectors refer to this two-hyphen script as "double-dot."

Dear Pepsi & Pete:

Is it best to specialize in one category of Pepsi collectables, or should I just collect everything Pepsi?

Signed,
Dan

Dear Dan:

What to collect is a very personal decision. I believe that you should collect what makes you happy. I feel that confining yourself to a category can be stifling. To me, a big part of collecting is the joy of finding something that you absolutely have to have because you like it. On the other side of the coin, specializing in one category gives you the opportunity to develop an expertise in that category. For example, collecting commemora-

tive bottles would teach you the intricacies of commemorative bottles.

Dear Pepsi and Pete:

I collect Pepsi cans. I was wondering if I should drain them or leave them full?

Signed,
John

Dear John:

It has been my experience that over time, soft drink cans leak. A leaking can can do far more damage than the can is worth. Therefore, I believe that you are better off draining your cans. Most collectors prefer cans that are drained from the bottom. When draining cans, it is best to do so very carefully. A violent puncture into the can could result in you receiving a Pepsi shower.

Dear Pepsi & Pete:

I was wondering if Pepsi was at the 1904 World's Fair in St. Louis. I have a moneyclip with the insignia PEPSI on it. On the back of the clip it is stamped St. Louis World's Fair and 1904 Patent Pending. Could this be real?

Signed,
Rob

Dear Rob:

I do not believe that your 1904 moneyclip is real. I do know that Pepsi-Cola was not at the 1904 St. Louis World's Fair. I have documentation that Caleb Bradham had tried to exhibit at the fair, but was unable to consummate an agreement. Remember, you should always get a letter of authenticity from the seller when you buy Pepsi collectables.

If you have any questions for Pepsi & Pete, contact them by sending your questions to the PCCC.

BRITNEY JOINS PEPSI

On February 6th, Pepsi signed a marketing agreement with pop star, Britney Spears. Britney will appear in several television commercials, with the first one scheduled to debut the night of the Academy Awards. In addition to the commercials, Pepsi will co-sponsor Britney's worldwide tour. At the signing, Britney stated that she is a big fan of Pepsi products and Pepsi commercials. "She's youthful, inventive, optimistic and fun-loving - the ultimate fit with brand Pepsi. Our relationship will resonate in every corner of the marketplace," said Dawn Hudson, Pepsi's senior vice president of strategy and marketing. The signing of Britney is another coup for the talented people at the Pepsi Marketing Division.



PEPSI R & D INSURES QUALITY OF FORMULA

For over one hundred years, Pepsi-Cola has been the best tasting cola in the world. This fact is by no means an accident. Quality and great taste are very important to the Pepsi-Cola Company, and have been since the days of Caleb Bradham.

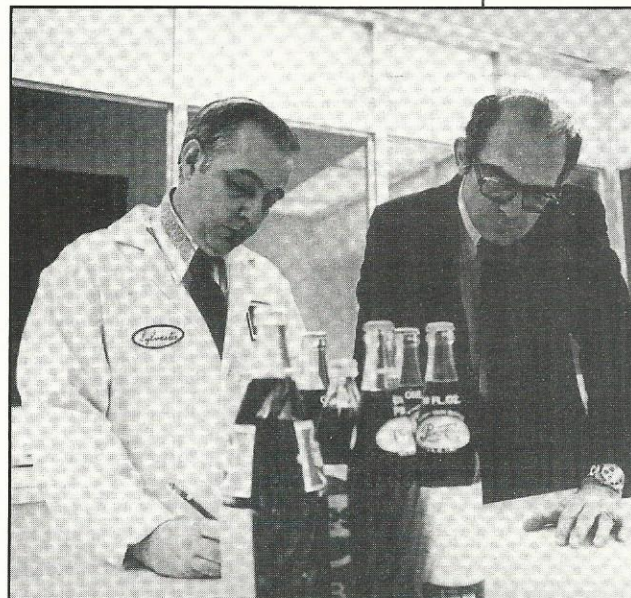
Bradham's original goal was to make a soft drink that was good-tasting and good for you. This early expression of Bradham's desire has become etched in stone at the Pepsi-Cola Company - make a soft drink that is pure and tastes good. Today, the mission of making sure Pepsi-Cola and other Pepsi products are good-tasting and free of any harmful ingredients, is the job of Pepsi Research and Development Division at Valhalla, New York.

Recently I had the pleasure of meeting John Ragusa, senior scientist at the Valhalla facility. John was kind enough to take me on a tour of Pepsi's R & D Center. He took the time to explain the purpose and functions of this facility.

The R & D Division has multiple tasks, which includes monitoring and testing current Pepsi products, to make sure everything matches the formula, and that the taste remains

consistent. They also act as a hot line for Pepsi bottlers who might need help preparing Pepsi concentrate for use.

Additionally, they investigate any consumer complaints about the taste or any other problems with any Pepsi



products.

The last and most interesting part of their mission is creating new beverages. The process of creating a new soft drink begins in marketing, where it is determined that there is a need for a new soft drink. From

there, Research and Development begins experimenting with various ingredients to create the best taste. Once the formula is perfected, they then produce a small run of the new product for sampling. The R & D Division has their own sensory

department, who conduct all taste-testing at the facility. Once everyone is satisfied with the new drink, it is ready for field testing.

So, the next time you taste a new Pepsi product, you can think of the folks at the R & D Center who spent countless hours developing the new drink. But most importantly, we can thank the people at R & D for their constant vigilance in protecting the great taste of

Pepsi.

I would like to express my appreciation to John and the other folks at the R & D Center for their gracious hospitality.

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

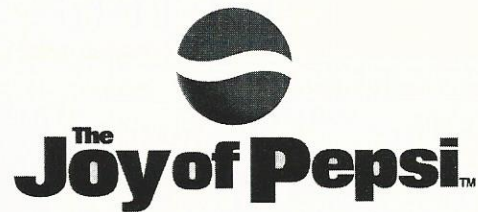
Saturday, March 17th, 2001

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.

History of Pepsi Slogans

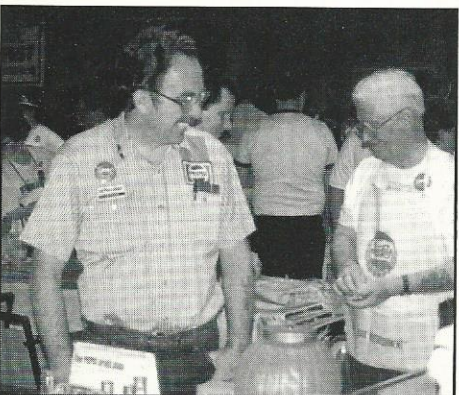
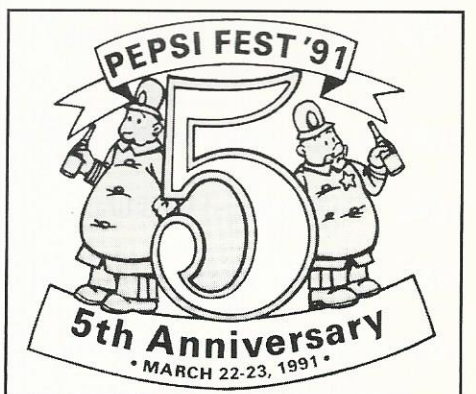
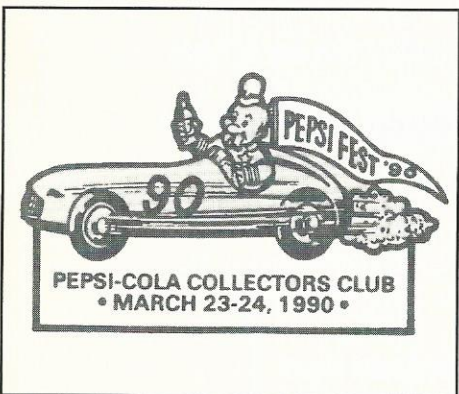
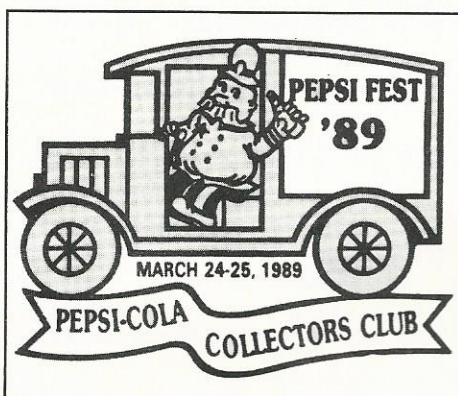
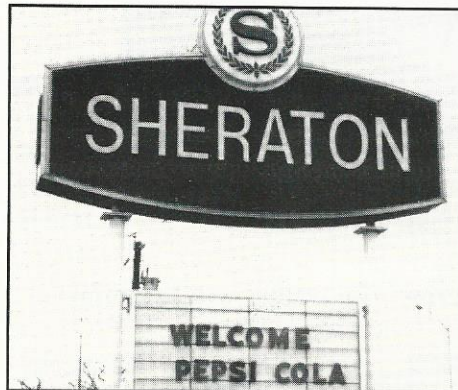
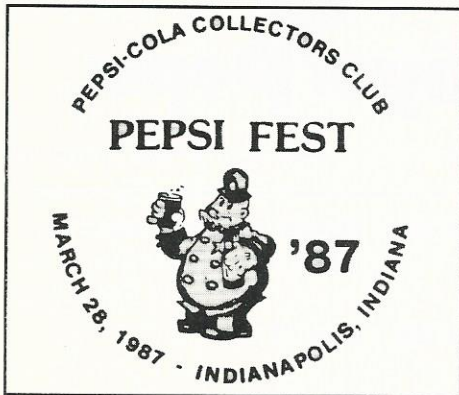


One of the most important parts of any advertising campaign is a slogan, or tag line. This one phrase ties together the whole advertising program. The better the line, the more memorable the advertising. "You've Got the Right One Baby" was so popular that everyone was saying it. This shows you how effective a good slogan can be. This year, Pepsi has changed their slogan from "Joy of Cola" to "Joy of Pepsi." Time will tell if this will be among Pepsi's best slogans.

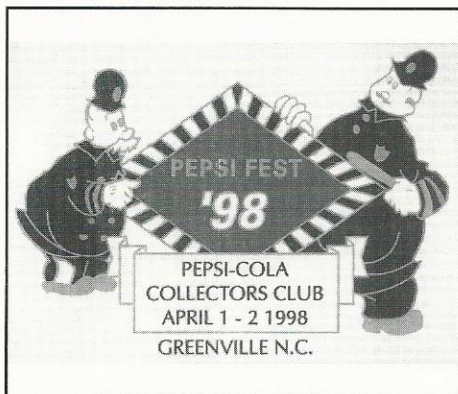
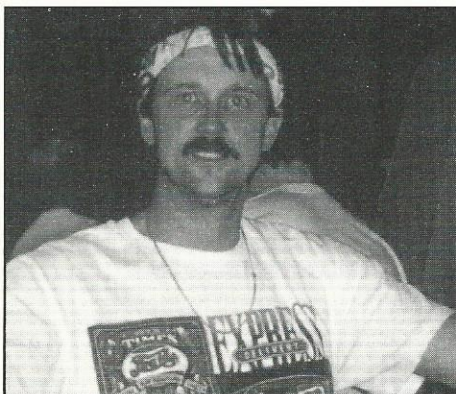
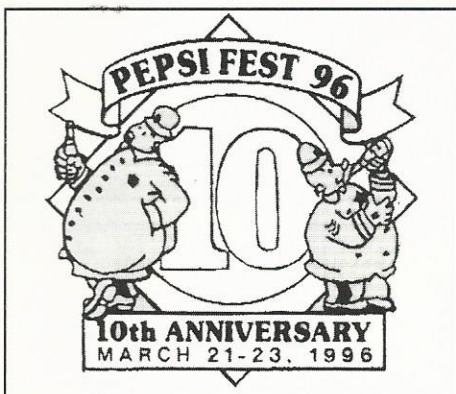
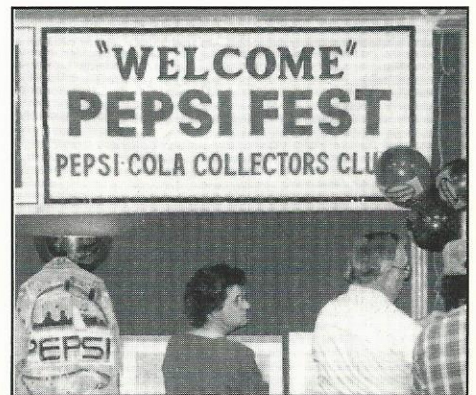
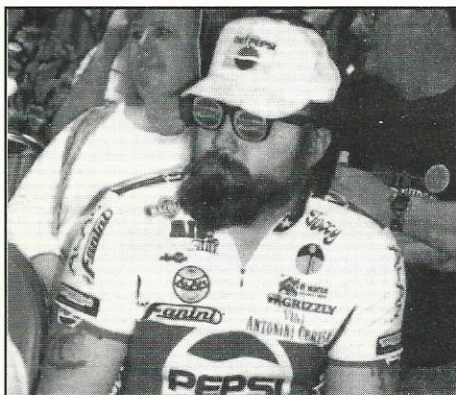
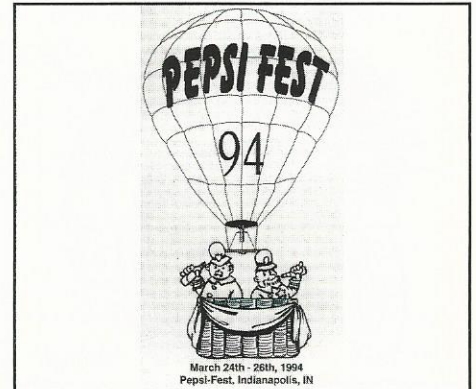
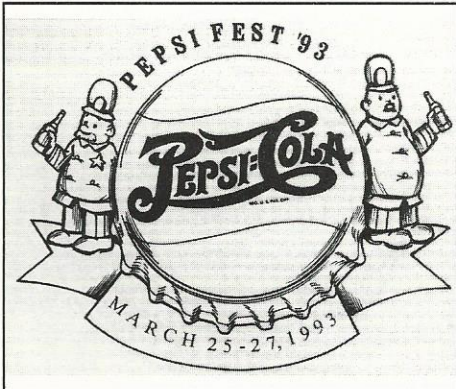
SLOGANS

- | | | |
|--|--|---------------------------------------|
| 1903: Exhilarating, Invigorating, Aids Digestion | 1934: Double Size | 1981: Pepsi's Got Your Taste for Life |
| 1907: Original Pure Food Drink | 1934: Refreshing and Healthful | 1983: Pepsi Now! |
| 1908: Delicious and Healthful | 1938: Join the Swing to Pepsi-Cola | 1984: The Choice of a New Generation |
| 1915: For All Thirsts - Pepsi-Cola | 1939: Twice as Much for a Nickel | 1989: Pepsi: A Generation Ahead |
| 1919: Pepsi-Cola - It Makes You Scintillate | 1943: Bigger Drink, Better Taste | 1992: Gotta Have It |
| 1920: Drink Pepsi-Cola - It Will Satisfy You | 1947: It's a Great American Custom | 1993: Be Young, Have Fun, Drink Pepsi |
| 1928: Peps You Up! | 1949: Why Take Less When Pepsi's Best | 1995: Nothing Else is a Pepsi |
| 1929: Here's Health! | 1950: More Bounce to the Ounce | 1997: Generation Next |
| 1932: Sparkling, Delicious | 1954: The Light Refreshment | 1999: The Joy of Cola |
| 1933: It's the Best Cola Drink | 1958: Be Sociable, Have a Pepsi | 2001: The Joy of Pepsi |
| | 1961: Now It's Pepsi for Those Who Think Young | |
| | 1963: Come Alive! You're in the Pepsi Generation | |
| | 1967: Taste that Beats the Others Cold. Pepsi Pours It On. | |
| | 1969: You've Got a Lot to Live. Pepsi's Got a Lot to Give | |
| | 1973: Join the Pepsi People Feelin' Free | |
| | 1976: Have a Pepsi Day | |
| | 1979: Catch that Pepsi Spirit | |

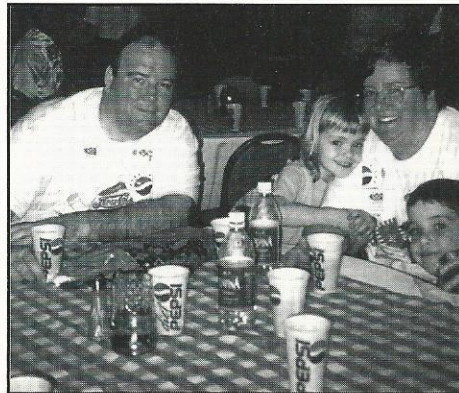
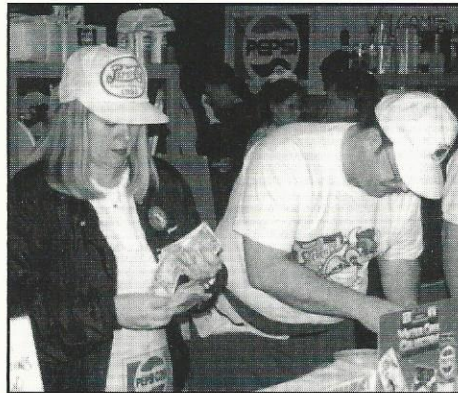
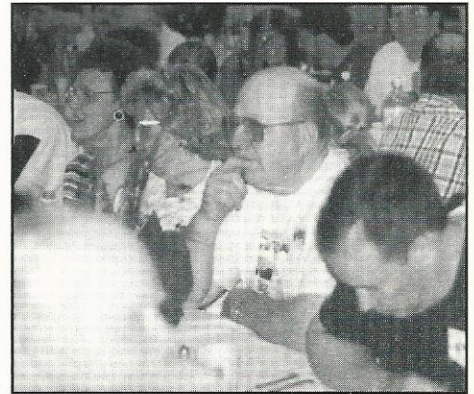
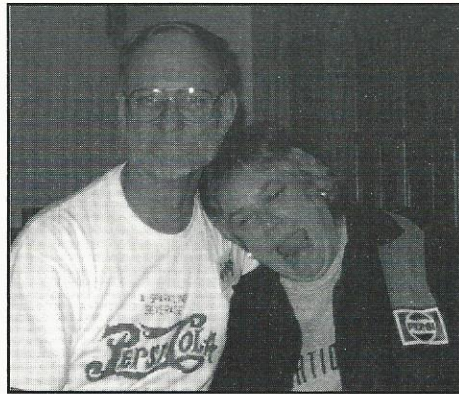
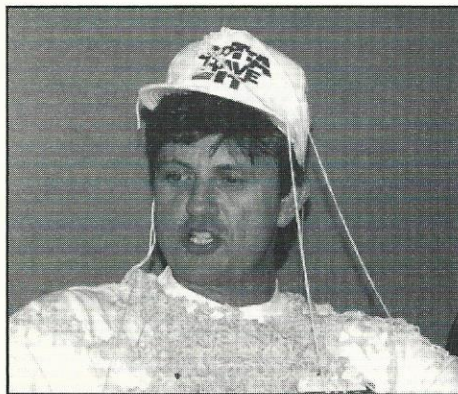
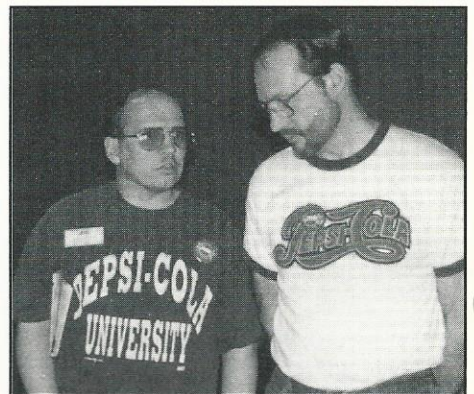
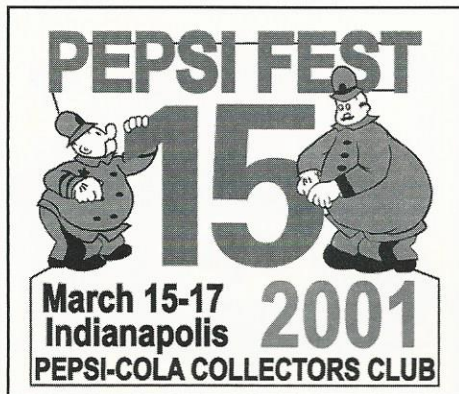
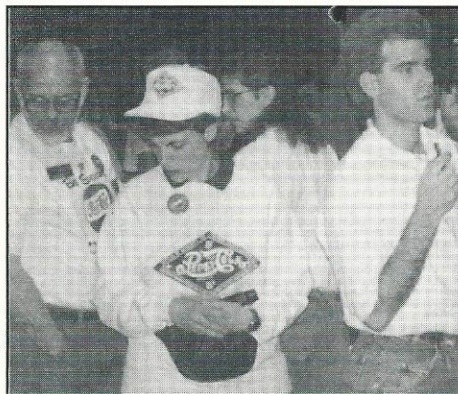
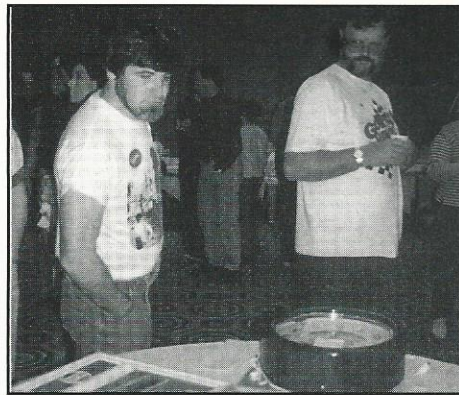
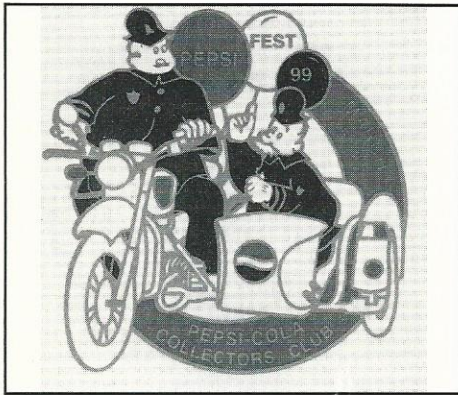
FIFTEEN YEARS OF PEPSI FEST



FIFTEEN YEARS OF FRIENDS



FIFTEEN YEARS OF FUN



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: Pepsi/O'Malia Food Markets 10" giveaway baseball glove as promotional item for Indianapolis, Indiana baseball club. Glove is mint in original wrapper. \$35 plus \$5 postage and packing. Also, Midwest Pepsi cans and closeout Pepsi glass list available -send SASE. Contact: Tom Hoder, 444 S. Cherry, Itasca, IL 90143. (630)773-2635.

For Sale: Hot new items on the market! Glassrageous Stained Glass Art introduces fully licensed Pepsi collectibles. Stained glass suncatchers, coasters, Christmas ornaments, paper weights, and more for those hard to buy for Pepsi addicts who claim to

have it all. These items are great for fundraisers, recognition or service awards, or the "just because" or "thank you" gift. Visit us @ www.glassrageous.com and be sure to sign our guestbook on Pepsidesigns @<http://members.aol.com/glassrageous/Pepsidesigns.html>

For Sale: Pepsi cans. My list is very small, but I may have something you need. Good for the beginner collector. Contact: Bob Pomakis, 8 Carol Circle, Apt. #202, West Roxbury, MA 02132

WANTED

Pepsi plastic yellow six pack holder for 12 oz. bottles. Must be in excel-

lent condition. Contact Al @ (724)763-8506. Al Piccola, 2319 Elm Drive, Ford City, PA 16226.

Wanted: Pepsi bottle from the late 70's - early 80's like the little Coke bottles. I believe they are 8 oz. bottles. Also looking for early Pepsi Light can with lemon on it. Contact: Bob Pomakis, 8 Carol Circle Apt. #202, West Roxbury, MA 02132

Wanted: Crystal Pepsi items. Will trade for extras out of a 10 year collection. Call or write: Darryl Hamilton, 5298 State Rte. 4, Bellvue, OH 44811 (419)483-5198. Have tins, glasses, hats, etc.

WELCOME NEW MEMBERS

W.D. Pruden
Edenton, NC

Tina Tinnel
Jane Lew, WV

Gary Morgan
Terre Haute, IN

Jeff Wight
Lincoln Park, MI

Marge Unruh
Andover, KS

Adam Neuman
Cuyahoga Falls, OH

Darrell Smith
Avon, IN

Robert Biltz
North Olmstead, OH

J.H. Galati
Sandusky, OH

Bob Steinbruck
O'Fallon, MO

Kay Feldman
Bourbon, IN

Gail & Terry Reeder
Lincoln, IL

Beverly Cieslinski
Citrus Heights, CA

John Barclay
Laurens, NY

Martha Snyder
Goshen, IN

Robin Bruner
Corvallis, OR

Wm. Aery
Godfrey, IL

Paul & Betty Hershberger
Elkhart, IN

Cliff Whiteside
Melrose, FL

Brenda Duraski
Bowling Green, KY

Cheryl Witt
Westminster, CO



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Phillip Dillman
17733 Highland Ave.
Homewood, IL 60430-1319
USA



EXPRESS



NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 18, Number 2

May-June 2001

Collectors Celebrate 15 Years of Fest

I hope everyone is home again safely, after another exciting Pepsi Fest. If you didn't make it to Pepsi Fest 15, you missed a great opportunity to add to your collection. There were over 100 rooms overflowing with Pepsi memorabilia. Two auctions with hundreds of items in each auction and a swap meet with over 75 tables of Pepsi stuff piled high made for a Pepsi collector's wonderland.

As usual, Pepsi Fest started on Thursday with seminars and room hopping. Most of us hopped until the wee hours of the morning. Friday was a busy day with the oral auction followed by our Be Sociable party. At this year's Be Sociable party we had a trivia contest and an amateur Pepsi video commercial contest. The commercial created by Dan and Judy Durbin was voted best by those attending. We are happy to report that

BBDO has nothing to worry about from Dan and Judy's entry. Michael Noll had two entrees that were enjoyed by all present.

Saturday was filled with non-stop activity, beginning with the silent auction in the morning and the annual swap meet in the afternoon. Fest activities came to a close at the Farewell dinner.

A special thanks to all those who helped make Pepsi Fest 15 a success, including Pepsi-Cola for donating Pepsi and Frito-Lay for donating chips. Michael Johnson donated the beautiful Pepsi Fest 15 banners. There are too many individuals to be named that provided so much help, however we do want to recognize Carole Browne and Michael Noll for their work in coordinating the auctions.

The dates for Pepsi Fest 16 are

posted in this newsletter. This is a good time to begin planning for next year's event. If you love Pepsi collecting, if you enjoy hanging out with Pepsi collectors, there is no doubt you should attend Pepsi Fest! Once again, Pepsi Fest is held annually in Indianapolis, Indiana in March. We will not be renewing our contract with the Holiday Inn. Please stay tuned for an update regarding a new facility in the next issue of PCCC Express.

We have received word that long-time club member Curt Potthast passed away in March. Curt worked for the Pepsi plant in Warrenton, Missouri and collected Pepsi memorabilia in his spare time. He attended Pepsi Fest regularly. Curt was one of those collectors that was motivated by his love for Pepsi and the hobby. Our condolences to his family.

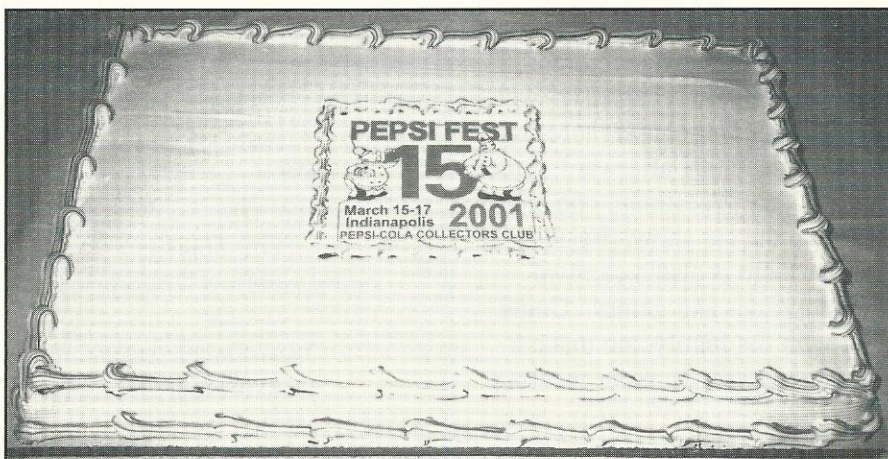
In This Issue

Pepsi Fest Recap

1979 Auction Prices

**Summer in New Bern
Registration**

Bob Stoddard - Editor



Pepsi Fest 2001 Cake

Chapter News

from Phil Dillman

Once again, another great Pepsi Fest has come and gone. I came home feeling that I learned some things about Pepsi history and Pepsi collectibles and, both alone and with the Chicago Connection Chapter, I think we were able to share valuable information with those that were there. Our Chicago Chapter had a nice display of Pepsi items from 1962-1970 to help educate the others. After the meeting, Terry Brennan said that he would discuss a possible display with the Iowa Chapter for next year.

I was also provided with corrections to the list of chapter contacts and some suggestions for the Chapter News segment, one of those being the inclusion of that list in the newsletter from time to time. Provided there is room, it should be in this newsletter. It contains the most current information that I have for each chapter so if there are any changes to be made, contact me ASAP and the changes will be in the following newsletter.

The Chicago Connection Chapter will again be at the St. Christopher's Annual Car Show in Midlothian, IL. We will be selling food to benefit the Church, but we will also have a small display of Pepsi memorabilia to help promote our chapter as well as the PCCC. Our chapter meeting will be immediately afterward at the home of Larry Woestman, one block away from the car show. Besides the car show, there is also a carnival with many rides and games. Come on out with the family and make a day of it then join us at our meeting.

Southern California Chapter

Reserve the weekend of November 2 and 3 for Pepsi Celebration 2001 Las Vegas. Did everyone have a great time in Indy this year? Well guess what! It is time to think about Las Vegas! What a wonderful way to see old friends, obtain Pepsi info and Pepsi collectibles, and have a great time! The Southern California Chapter has finalized plans for the Pepsi Celebration 2001 in Las Vegas. After researching several hotels in the Las Vegas area, we have selected the Vacation Village again this year for the Celebration. For those of you who have not attended Pepsi Celebration in Las Vegas before, Vacation Village is a small Hotel/Casino at the end of the Strip in Las Vegas. We really like the idea that we are all close together. We are one of their largest groups and they are happy to accommodate all of our shenanigans. THEY don't care if we have pizza delivered! Holiday Inn is buying the hotel and since last year the Hotel has added a new restaurant and a sandwich shop, plus Dennys and Robertos. Hope to see you all there soon. The info and registration form will show up in the

Express as soon as we have the group number from the hotel.

Do you live in Southern California and are you interested in joining a local chapter? If so, please contact John Arbenz - President, at (619)448-0566 or arbenz@flash.net. We have meetings every two months on a Saturday. The schedule is set for 2001 and we would love to see you at a meeting. Our next meeting is June 9 at Hart Park in Orange and will be a picnic and swap meet. Everyone is welcome!

-submitted by John Arbenz

Summer in New Bern 2001

It's almost that time of year again -yes, Summer Time! We all know what that means, hot weather, vacations and Summer In New Bern. This will be the third annual gathering of Pepsi collectors at the birthplace of Pepsi, New Bern, North Carolina. I have been receiving phone calls and e-mails from anxious Pepsi collectors since well before Christmas. If you've never been make this the year. You will feel right at home in just minutes. Join us for lots of fun and of course lots of Pepsi. August 9th, 10th, and 11th. See you in New Bern.

-submitted by Kim Kinzie

Future Club Events

Summer in New Bern
New Bern, North Carolina
August 9th-11th, 2001

Pepsi Celebration
Las Vegas, Nevada
November 2-3, 2001

Pepsi Fest 2002
Indianapolis, Indiana
March 13th-15th, 2002

LOCAL CHAPTERS

ARIZONA PEPSI CLUB
P.O. Box 7476
Mesa, AZ 85216

Allen Benson
6012 E. Billings St.
Mesa, AZ 85205
(602)981-7952

or
Bob Boggs
1055 N. Kecker Ave. #1277
Mesa, AZ 85205
(602)985-5935

CHICAGO CONNECTION

Larry Woestman
14750 S. Karlov Ave.
Midlothian, IL 60445
(708)385-0646

PEPSI CLUB OF IOWA

Terry Brennan
2701 E. Madison Ave.
Des Moines, IA 50317
(515)263-0051
dietpepsi@home.com

KEYSTONE COLLECTORS

Tom and Diane Gabriel
401 Park Ave.
New Castle, PA 16101
(724)658-6310

MICHIANA PEPSI CLUB

Sue Pletcher
27923 County Rd. 30
Elkhart, IN 46517-9516
(219)862-2496

MILE HIGH PEPSI CLUB

Brent Hinton
6511 W. Elmhurst Ave
Littleton, CO 80123
(303)973-9675

MINNESOTA CHAPTER

Mike Vath
13796 Fairlawn Ave.
Apple Valley, MN 55124
(952)432-2074
pepsimike@visi.com

OLD DOMINION CHAPTER

Scott and Kim Kinzie
3510 Hemlock Rd.
Chester, VA 23831
(804)748-5769

NORTHWOODS PEPSI CLUB

Kit Kramer
250 E. 11th St.
Fon du Lac, WI 54935
(920)929-9669
or
Connie Gindt
(920)-921-3922

SHOW ME PEPSI CLUB

Joe Sheahan
456 Whitebirch Way
Hazelwood, MO 63042
(314)838-0683
joepenpepsi@worldnet.att.net
or
Chris Paradowski
(314)781-0781

SOUTHERN CALIFORNIA CHAPTER

John Arbenz
(619)448-0566
arbenz@flash.net

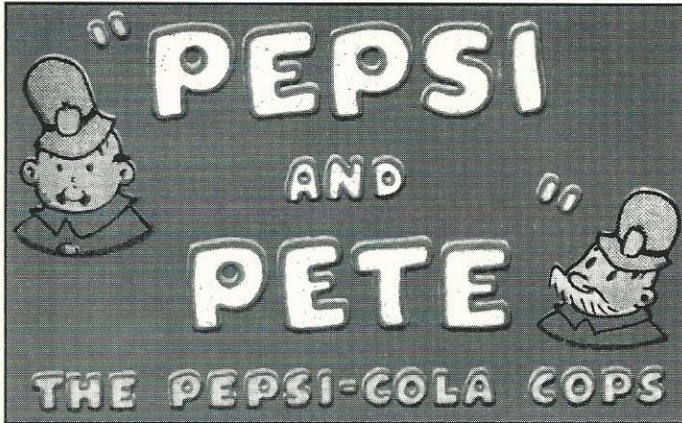
or
John McLaughlin
(714)528-8192

SUNSHINE STATE PCCC

John H. Lockhart III
14603 Livingston Ave.
Lutz, FL 33549
(813)972-1784

Collector Information

ASK



If you have any questions for Pepsi & Pete, contact them by sending your questions to the PCCC.

Dear Pepsi & Pete:

On some of the older literature regarding the signs that were available to the bottlers, I've noticed that many of the signs were referred to as "tackers." What does that mean?

Signed,
Phil

Dear Phil:

Tackers were simply that. Signs that were designed to be tacked onto the wall. Unlike other signs that were made to go in frames, or have pre-punched holes in them, tackers were nailed or tacked to the wall.

Dear Pepsi & Pete:

How does PepsiCo decide which demographics to use when testing a product? Who chooses the test locations?

Signed,
Larry

Dear Larry:

The process of developing new flavors is a very long and evolved undertaking, part of which is to run a test market. Which age group a product is tested with depends on which demographics the product is targeted at. For example, Mountain Dew products are generally tested with younger drinkers in mind. Where the test market-

ing is conducted is generally determined by research firms that handle the testing.

Dear Pepsi & Pete:

I collect cartoon glasses, and would like to know when I can expect the value of these glasses to increase?

Signed,
Cindy

Dear Cindy:

There were literally tens of millions of cartoon glasses produced during the 1970's. It seems as though every home in America had an ample supply of these glasses in their cupboards. Until the supply is drastically diminished, you will not see any significant increase in the price of cartoon glasses. When collecting cartoon glasses, you need to keep in mind that there are some glasses that do have significant value, such as prototypes and regionally produced glasses.

Dear Pepsi & Pete:

Should I have my Pepsi sign restored?

Signed,
Carl

Dear Carl:

Most collectors prefer to buy signs that have not been restored. In many cases, the restoration will actually devalue your sign. But, if you are planning to keep this sign in your own collection, and are not concerned about resale, then restoring a sign becomes a personal decision.

Dear Pepsi & Pete?

How old is the Pepsi-Cola Company?

Signed,
Marvin

Dear Marvin:

Pepsi-Cola was invented in 1898. The original Pepsi-Cola Company was formed in 1900.

SUMMER IN NEW BERN
August 9th 10th 11th 2001

Name(s) _____

(please include names of all people who will be attending)

Address: _____

Phone #: _____ E-mail: _____

*In order to keep our group together please **do not** make your reservations directly with the Ramada. Complete the reservation information and return it along with registration information. You will receive a confirmation.*

RESERVATION INFORMATION: (Nightly room rate \$59.98 + N.C. tax 12% = total \$67.15).

Arrival date: _____ Departure date: _____ Number of Rooms: _____

Type of room(s) (circle one) 2 double beds 1 king bed smoking non-smoking

Selling from room (circle one) Yes No

PAYMENT TYPE: I would like to reserve my room with one of the following methods.

Credit Card Hold: For hotel use ONLY. Type of card: _____ Card #: _____

Expiration date: _____

Personal Check: A check for one nights stay per room made payable to the RAMADA INN (\$67.15 per room including tax).

4PM Hold: Rooms will be held until 4PM with NO DEPOSIT.

NOTE: All 1st and 2nd floor rooms have two double beds - 3rd and 4th floor rooms are king size beds only-- non smoking rooms are limited -- the RAMADA will not be able to supply tables for room set up due to limited availability.

REGISTRATION FEE: Registration fee \$19.00 each (registration fee includes pizza party, lunch buffet, hospitality room and convention related expenses... no registration fee required for children under 12 yrs. of age).

Number of persons you are registering _____ x \$19.00 = total \$ _____

CONVENTION PACKETS: \$11.00 each (packets include 1 shot glass, 1 lapel pin)

Number of packets you are purchasing _____ x \$11.00 = total \$ _____

LUNCH AT THE CHELSEA: \$12.00 each

Number of people attending _____ x \$12.00 = total \$ _____

Please make check or money order for all fees (except hotel) payable to Kim Kinzie and send completed registration and reservation information form no later than **July 15, 2001** to: Kim Kinzie, 3510 Hemlock Rd., Chester, VA 23831, Phone #804-748-5769, E-mail: msdoubledot@prodigy.net

If you are not attending Summer In New Bern but would like to purchase a packet, please send check or money order for \$16.00 per packet to Kim Kinzie at above address. Price includes shipping. Packets will be mailed after Summer in New Bern.

SUMMER IN NEW BERN 2001

SCHEDULE OF EVENTS

WEDNESDAY AUGUST 8TH

EARLY REGISTRATION
HOSPITALITY ROOM OPEN

THURSDAY AUGUST 9TH

HOSPITALITY ROOM OPEN
REGISTRATION 1PM TO 5PM
GET ACQUAINTED PIZZA PARTY 6PM TO ?
ROOM HOPPING

FRIDAY AUGUST 10TH

SEMINAR 10AM
SHOW AND TELL 11:30AM
LUNCH BUFFET 12:30PM
SILENT AUCTION 1:30PM TO ?
ROOM HOPPING

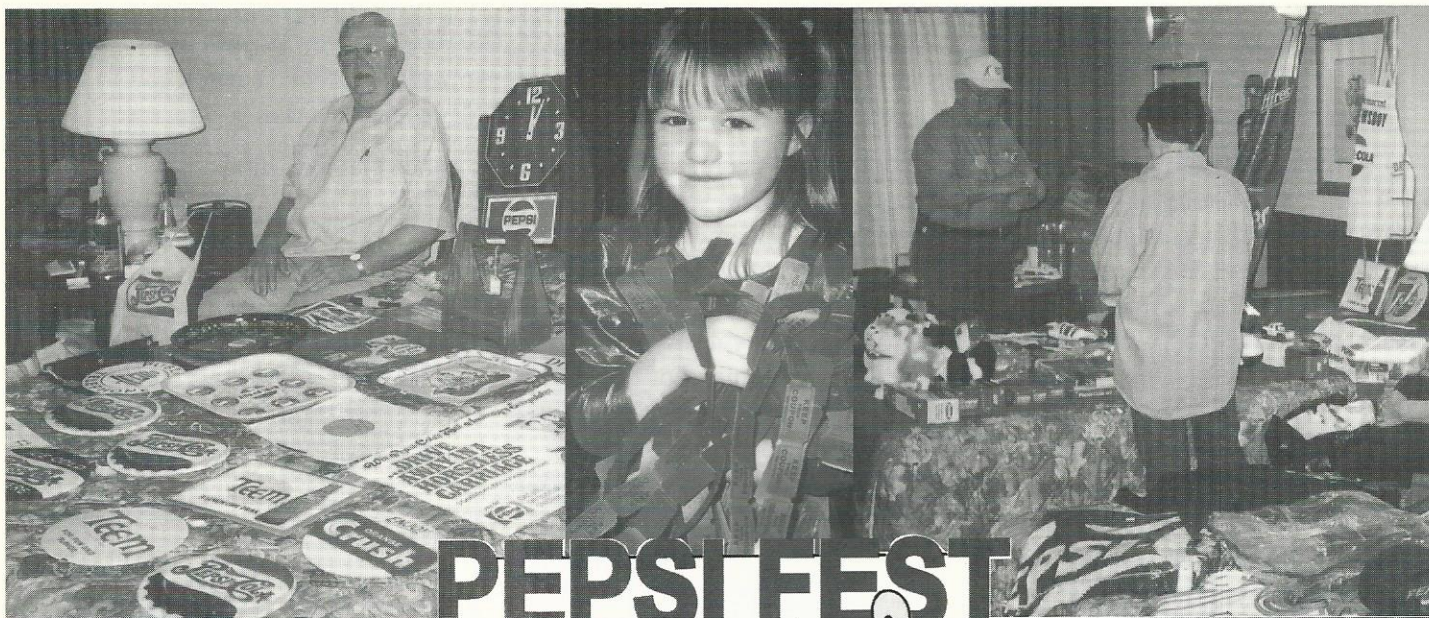
SATURDAY AUGUST 11TH

LUNCH AT THE CHELSEA 12:00 NOON
SHOPPING AND VISITING IN DOWN TOWN NEW BERN

SCHEDULE SUBJECT TO CHANGE



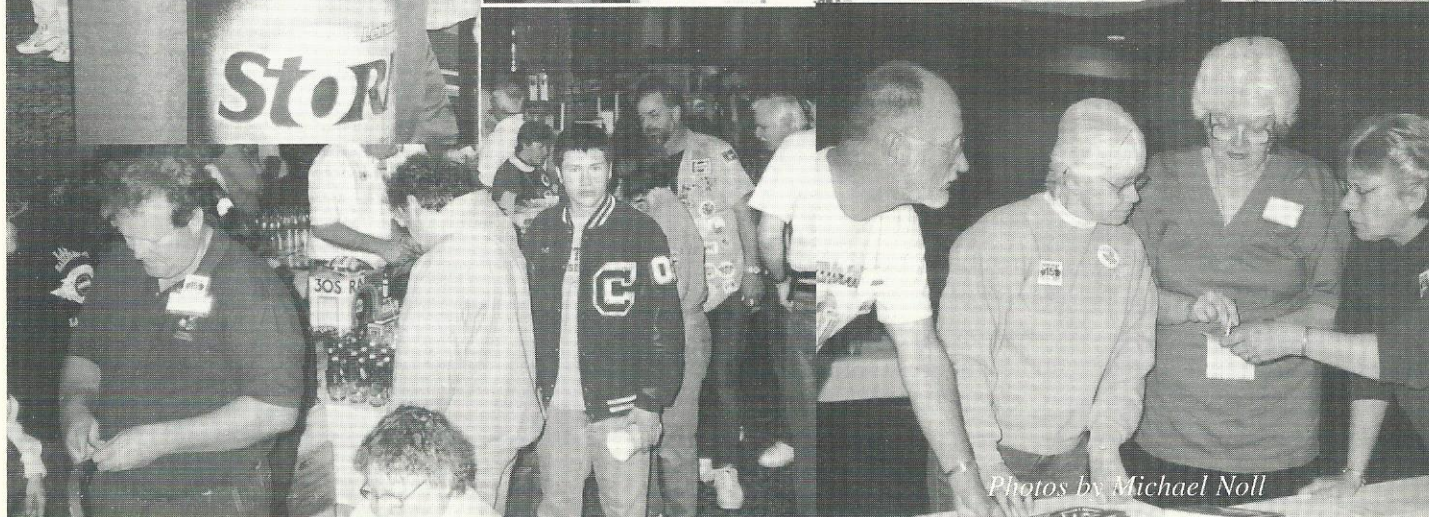
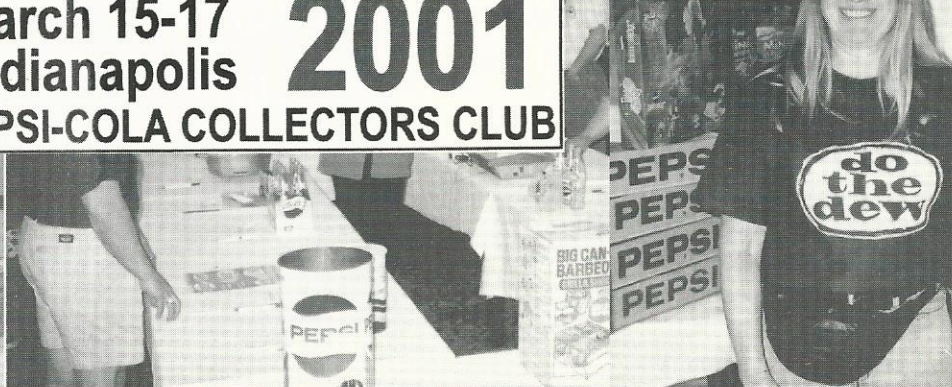
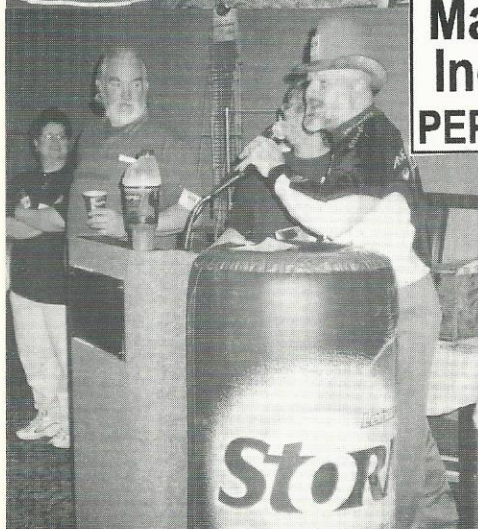
John Arbenz Trying to Figure Out How to Get These to Pepsi Fest for Show and Tell



PEPSI FEST



March 15-17
Indianapolis 2001
PEPSI-COLA COLLECTORS CLUB



Photos by Michael Noll

GREETINGS FROM GERMANY!

I'm Stefan Wagner, Pepsi collector since 1986. I'm living in Germany. I'm always happy to get the PCCC Express newsletter, but it is always about Pepsi-America. That's why I thought I'd write with some foreign news for this issue. I will write about news here in Germany, the newest promotions, with the newest designs of the cans, bottles, and so on, along with the history of Pepsi Germany. I hope I can give some people some answers to some questions. You can reach me via email at PepsiClub1@aol.com or

write to Pepsi-Club,
Heddernh.Landstr. 95, 60439
Frankfurt, Germany.

Today I start with the President of Pepsi-Germany. In just 3 years, Raymond Hazley nearly doubled the Pepsi sales volume. For this excellent achievement, he was nominated for Vice President Sales Europe/Africa. He has been working for Pepsi 9 years. His successor, John Maltman, has worked for Pepsi since 1995. He directed 3 years Pepsi/UK as General Manager. He has been President of Pepsi/Germany

since October 2000.

*Stefan Wagner
Frankfurt, Germany*

Note: Club member Stefan Wagner has consented to give us periodic updates of Pepsi news internationally. Look for future articles submitted by him in the PCCC Express.

Pepsi-Cola Cake with Broiled Peanut-Butter Frosting

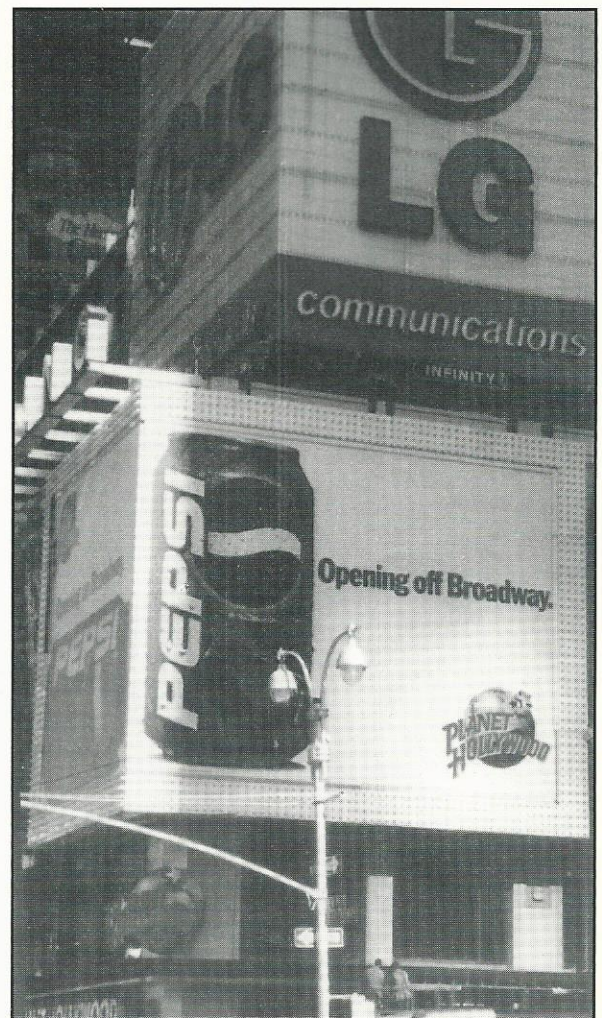
- 2 cups flour
- 2 cups granulated sugar
- 1 cup (2 sticks) butter, melted, plus 6 tablespoons room-temperature butter (divided)
- 2 tablespoons unsweetened cocoa powder
- 1 cup Pepsi-Cola (with fizz)
- 1/2 cup buttermilk
- 2 eggs, beaten
- 1 teaspoon baking soda
- 1 teaspoon vanilla extract
- 1-1/2 cups miniature marshmallows
- 1 cup packed dark brown sugar
- 2/3 cup smooth peanut butter
- 1/4 cup milk
- 2/3 cup chopped peanuts

Grease and flour 13 by 9 inch cake pan.

In large bowl, combine flour and granulated sugar. In another bowl, combine melted butter, cocoa and Pepsi; pour over flour and sugar mixture and stir until well blended. Add buttermilk, eggs, baking soda, and vanilla and mix well. Stir in marshmallows and pour into prepared pan. Bake at 350 degrees 40 minutes.

Meanwhile, make frosting by creaming together room-temperature butter, brown sugar, and peanut butter. Beat in milk. Fold in nuts. Spread over warm cake. Quickly pass cake under broiler, 4 inches from heat source, until topping begins to bubble. Do not scorch. Cool 30 minutes before serving. Makes 8 to 10 servings.

submitted by Linda & Charles Goll



Pepsi Sign in Times Square, New York City

PEPSI-COLA COLLECTORS CLUB EXPRESS

If you have been collecting Pepsi memorabilia for at least ten years, you are probably aware of the skyrocketing prices of Pepsi items. To better illustrate this point, I have gone back to a 1979 auction to show what Pepsi stuff sold for 22 years ago. It is important to remember that auction prices only give you an idea of what people are willing to pay for items on a given day. But, I believe these prices do reflect the value of Pepsi-Cola memorabilia in 1979.



\$50



\$59



\$45



\$350



\$1075



\$20



\$20



\$22



\$26



\$85



\$8



\$90



\$125



\$26

PEPSI-COLA COLLECTORS CLUB EXPRESS



\$29



\$98



\$71



\$21



\$65



\$35



\$77



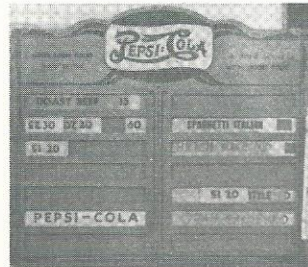
\$220



\$21



\$55



\$63



\$80



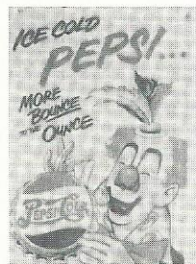
\$61



\$21



\$25



\$20



\$242



\$25



\$20



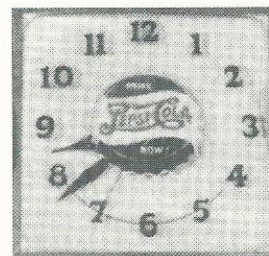
\$23



\$41



\$20



\$20



\$75

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: Pepsi Cans. Choose from thousands of collector cans from the past 25 years. Collection includes all Pepsi brands and many unusual cans from foreign countries. No need to bid or pay high Internet prices. Send \$3 for long detailed list. Contact: Joe Allen, 610 Vanadium Road, Bridgeville, PA 15017-2935. For additional information, e-mail jopepsiko@webtv.net

 For Sale: Pepsi Machines, VMC 81 \$3,800; VMC 33 \$1,500; VMC 33 restored \$2,200; R2D2 Cooler New. Coke Machines, Cavalier 51 \$800; Cavalier 72 \$1,600; Vendo 39 \$1,200; Vendo 23 \$1,000; Westinghouse 56 \$900. Buy, sell restore: Carl McMullen, (717)533-7345, Hershey, PA.

For Sale or Trade: Collectible bottles (Pepsi, Mt. Dew, Dr. Pepper, etc.) ranging from the 60's to the present. Some commemorative. Cutting my collection in half (along with prices)! Contact J.L. Croley (859)727-6791 or email: Linzbiz@aol.com

For Sale: PEPSI CAN SETS. 1986 through 1998 Pepsi DELMARVA sets ('Places of Interest to Visit') - 89, 90 "Taste of MD" - 91 Baltimore Orioles - 93 MD Special Events - single 85 Space Can - plus other sets, items. For details, contact: Ed Protin, P.O. Box 318, Clarksville, MD 21029. Email: edprotin@att.net

WELCOME NEW MEMBERS

John & Kelly Beuter
 Binghamton, NY

Sarina Smith
 Franklin, TN

Colin Painter
 Newburgh, IN

Dean & Darlene Gildert
 New Braintree, MA

Nancy Erickson
 Jacksonville, NC

Sydne & Elmer Anderson
 Bonne Terre, MO

Kelly Kurmas
 Warren, MI

Scott Cram
 Old Town, ME

Al & Sallie Gross
 Kalkaska, MI

James Ewing
 Fostoria, OH

Nancy Brown
 Delmar, DE

Stephen & Susanne Caskey
 Lock Haven, PA

Cole Peterson
 Norton, KS

Maxine Kelly
 New York, NY

David & Laura Kracht
 New Brighton, MN

Linda & Devon Rose
 Wakarusa, IN

Russell Loving
 Franklin, IN

Kim Yowell
 Buffalo, ND

Carol Brandy
 Kouts, IN

Sue & Darrel Erickson
 El Dorado, KS

Chester Wolf
 Mt. Vernon, OH



Pepsi Fest 2001 Group Photo

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Permit No. 24

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