



THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 27, Number 3

July-Sept. 2010

Pepsi Cools Down Hot Summer

Nothing refreshes on a hot summer day like Pepsi-Cola does. Twisting the cap off a 20-ounce bottle and the hiss of the carbonation escaping brings back memories of hunting for Pepsi collectibles. Whether it be at an outdoor flea market in Pennsylvania or at Pepsi Fest, searching for Pepsi collectibles is always done with a Pepsi nearby.

The East Coast Connection 2010 will be held July 23-24th. The highlight of this year's event will be a tour of Scott and Kim Kinzie's fantastic collection. Just seeing their collection is worth the drive to Virginia. Registration information for this event was in the last edition of the PCCC newsletter.

The 2010 Pepsi Celebration will be held November 12-13th in Las Vegas Nevada. Registration informa-

tion for this event is in this edition of the PCCC Express. Last year, the Celebration was moved to Palace Station, where everyone seemed to enjoy the accommodations and facility. It will be held at the Palace Station again this year. To get the best rates, make your reservations as soon as possible.

Currently, there is a lot of buzz about Pepsi Fest 2011. This will be the 25th anniversary of the 1st Pepsi Fest. We are planning some very special activities that everyone should enjoy. If you have not been to a Pepsi Fest recently, or have never been, we encourage all members to attend the 25th anniversary event.

Most Pepsi collectors are Pepsi drinkers too. Can you remember your first Pepsi, or perhaps a special

or humorous story about drinking Pepsi?

I remember how Pepsi saved my life when I was in the Army. I was stationed in Ft. Meyer, Virginia at the time. Being from Southern California, I was not used to the humidity. Fortunately, there was a Pepsi machine right outside the barracks. I spent my first summer in Virginia drinking ice cold Pepsi in Virginia non-stop.

If you have a story about your first Pepsi or any other story about drinking Pepsi, please send your story to us. We'd like to include it in the newsletter.

Have a Pepsi summer!

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**Pepsi Celebration
Registration**



Try-Me Pepsi Bottling Plant Circa 1925

Chapter News

Chapters News 2010-3

Summer is again upon us so it's time to step up those efforts to promote both the PCCC and the local chapters. One way to accomplish this is to talk up your Pepsi collecting hobby with those Pepsi employees that are stocking the aisles at your nearby supermarkets or supercenters. Many of them collect Pepsi memorabilia obtained through their job and know of older employees that are serious collectors. Those employees are a good source of information about new products coming out. By showing them photos of some of your collection, they get a better idea of the things you collect and will often look for those items at the warehouse or spread the word to other employees. Offer them a flyer with your contact info and a couple of your collection photos to post in the break room at the plant. They might even know other collectors in your area that you've never met for you to contact.

Lora Beene is working on starting a chapter in the Indianapolis area. Please contact her at

inpepsilovers@hotmail.com for more information.

The Las Vegas Chapter contacted me in April to let me know that they are still active and have meetings slated for August 14 (in Utah), October 9, and December 12, each around 11 AM. If you have any questions, contact Amy Wiesenbergl at LVdogmom@aol.com.

The Iowa Chapter has upcoming meetings on the following dates: June 12 in Camanche, IA, August 7 in Otley, IA, and October 9 at 12 Noon in Dahinda, IL (joint meeting with the Chicago Chapter). For more info, contact Mel Beaver at melbeav@mchsi.com.

The Chicago Chapter has upcoming meetings slated for the following dates: August 21 at 7 PM in Midlothian, IL, and October 9 at 12 Noon in Dahinda, IL (joint meeting with the Iowa Chapter). Craig & Kathy Leaf from the Iowa Chapter attended the past Chicago meeting, traveling 6 1/2 hours to be there! For more info, contact Phil Dillman at pd62pepsi@sbcglobal.net.

For information regarding other

chapter activities, go to the official PCCC website at www.pepsicola-collectorsclub.com. Remember, any PCCC chapter meeting is open to all visitors. If you're traveling and are in the area of a chapter meeting on that date, give 'em a shout! Think of it as dropping in on the family.

-Phil Dillman



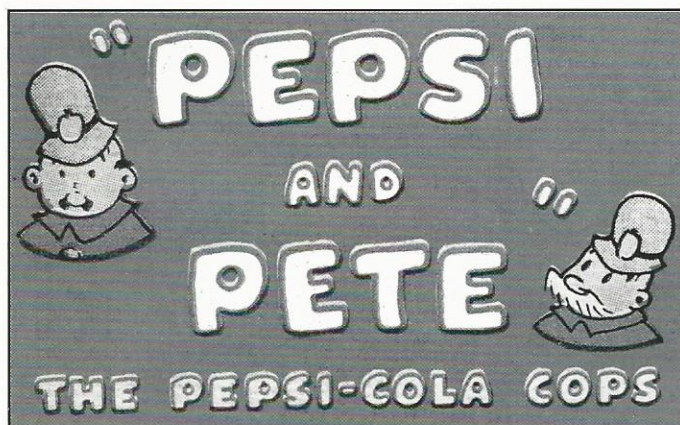
Future Club Events

East Coast Pepsi Connection
Richmond, Virginia
July 23-24th, 2010

Pepsi Celebration
Las Vegas, NV
November 12-13, 2010

Pepsi Fest 2011
Indianapolis, Indiana
March 17-19, 2011

Dear Pepsi and Pete



Dear Pepsi and Pete:

I found some Pepsi Hot Shot collectibles. What was Pepsi Hot Shot?

Signed,
Bill

Dear Bill:

Pepsi Hot Shot was a promotion done by the Pepsi-Cola Company in partnership with the NBA during the 1970's. Kids were encouraged to participate in local Hot Shot activities, which eventually lead to competition and medals.

Dear Pepsi & Pete:

I found an old can of Pepsi Light. When was this sold and what was it?

Signed,
Barbara

Dear Barbara:

Pepsi Light was marketed in the mid to late 1970's. It was marketed as "lemony taste with half the calories." Essentially, it was a low calorie Pepsi drink with the taste of lemon. This is not to be confused with the Pepsi Light that is sold in overseas markets.

Dear Pepsi & Pete:

What is the difference between a Pepsi bottler and a Pepsi distributor? I'm confused!

Signed,
Blair

Dear Blair:

A Pepsi bottler was given a piece of paper from the Pepsi-Cola Company that authorized that bottler to produce and sell Pepsi-Cola within a geographical area. A distributor, through an agreement with a bottler, has the right to sell Pepsi-Cola within a portion of the bottler's territory. The distributor operates through an agreement with the bottler, and the bottler operates with an agreement with Pepsi-Cola. The distributor has no rights to produce Pepsi-Cola.

Dear Pepsi & Pete:

I just picked up a Pepsi per Capita Award plaque from the 1950's. What is a per Capita award?

Signed,
Connie



Dear Connie:

The per capita award was given to the bottler who attained the highest per capita in their region. Per capita is based on how much Pepsi-Cola is consumed per person in your franchise territory in a year.

First Lady of Pepsi-Cola

Women have always been an integral part of the Pepsi-Cola story. From the Pepsi girl to the women who operated franchises, they have made an impact. However, none of these women have had the effect on Pepsi-Cola that Joan Crawford had.

Despite her enormous movie career, the role that she seemed to enjoy most was that of first lady of Pepsi-Cola. This came about as a result of her marriage to President of Pepsi-Cola, Al Steele.

Steele had been President of the Pepsi-Cola Company for five years when he married Crawford in 1955. Her celebrity status and his business stature was a dream come true for public relations. Everywhere they went, the press was there to chronicle their activities. The result was millions of dollars of free publicity for Pepsi-Cola.

Crawford accompanied Steele on Pepsi-Cola business trips, both in the United States and abroad. Together they promoted Pepsi-Cola around the world. Her image was just what Pepsi-Cola needed at that time - classy and sophisticated. During this period, Pepsi-Cola experienced one of their best growth rates.



Joan Crawford with Pepsi Bottlers

Unfortunately, this dynamic relationship was far too short. Steele died from a heart attack in 1959. Steele's contribution to the success of Pepsi-Cola was tremendous, but what Crawford did for the company was off the charts. After Steele's death, it was decided that Crawford would remain in her capacity as an ambas-

ador of new Pepsi plants, where tens of thousands of people showed up to see her. She attended bottler meetings, and entertained Pepsi customers.

Crawford died in 1977, four years after she left the Pepsi-Cola Company. Despite this, her name is still linked with Pepsi-Cola. In many cases, the connection is inaccurate.

To set the record straight, Crawford never owned the Pepsi-Cola Company, nor was she the largest stock holder. She wasn't ever the president of the company, and never appeared in any Pepsi-Cola advertising. What she did was bring glamour and grace to the soft drink company.



Joan Crawford at Pepsi Art Exhibit

sador of Pepsi-Cola.

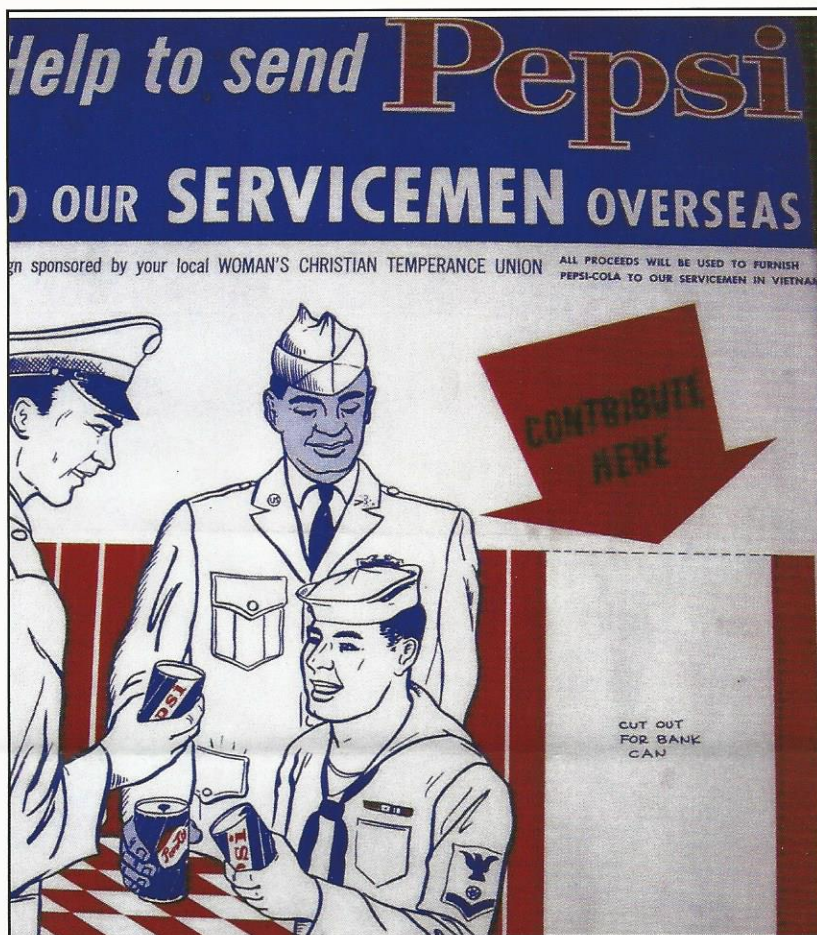
Over the next 15 years, she traveled the country promoting Pepsi-Cola. She cut ribbons at the opening

Sending Pepsi Overseas

During the Vietnam War, the National Women's Christian Temperance Union, in partnership with Pepsi-Cola Company, raised funds to send Pepsi to those GIs serving in Vietnam. The 5,000 local chapters of the WCTU were given kits containing counter displays and Pepsi can banks. The WCTU placed these in public locations where people could donate. The donations were collected and used to send Pepsi to our military in Vietnam.

Commenting on Pepsi-Cola Company participation in the effort, Pepsi-Cola President James Somerall observed "There are few ways we can repay our GI's in Vietnam for the sacrifices they are making. In its minor way, we hope this gesture will let them know we are thinking of them."

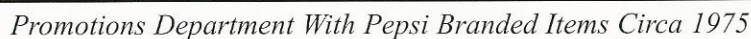
The process of purchasing Pepsi for GI's in Vietnam was done through the USO in Saigon. The USO purchased canned Pepsi-Cola on the west coast, and had it shipped to Vietnam where it was distributed to all USO installations.



1969 Pepsi Display



Corbin, Kentucky Pepsi Trucks



In the 1970's, product licensing became the domain of the promotions department. Their goal was to try and tie Pepsi-Cola paraphernalia with the marketing and advertising being done at this time. A good example of this was "Pepsi People

Most of the 75th anniversary products were produced as a tie-in for selling Pepsi-Cola. During this period, Pepsi produced trays, salt and pepper

The popularity of Pepsi branded merchandise increased so much during the 1970's and 1980's that Pepsi had to use a licensing agency to take care of all the requests to use the Pepsi-Cola trademark. By the mid 1990's, Pepsi licensing had reached its zenith.

PEPSI CELEBRATION 2010 REGISTRATION
Presented by
PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER
November 12TH & 13TH, 2010
Las Vegas, Nevada

To register, please complete and return this form as soon as possible. Registration fee is \$24.00 per person if registered before October 8th, 2010. Registration after that date and at the door will be \$30.00 per person. Included in the registration packet will be a glass bearing the Pepsi Celebration 2010 logo and other Pepsi items. Please complete this form, enclose your check or money order made payable to PCCC and return to Josh Broadwater, 1108 Big Pine Lane, Norco, CA 92860. Any questions please call David Gerger at: 1-951-255-4688 or e-mail him at alwayspepsi@yahoo.com.

Reservations to stay at the Palace Station Hotel must be made directly with them. Please call them as soon as possible at 1-800-634-3101 and ask for the Pepsi Cola Collectors Group Rate ID# PCIPPSI. Please make your reservations with the hotel by October 8th, 2010.

PLEASE RETURN THIS FORM BY OCTOBER 8th, 2010.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail address _____

Name of persons attending: (1) _____ (2) _____

(3) _____ (4) _____

REGISTRATION FEE ONLY _____ @ \$12.00 ea \$ _____
Children under 10 free

REGISTRATION W/PACKET _____ @ \$24.00 ea \$ _____
(At door registration price will be \$30.00)

BE SOCIABLE PARTY DINNER _____ @ \$15.00 per person \$ _____

SWAP MEET TABLE (s) # _____ @ \$12.00 ea \$ _____
(See below for info)

Total Enclosed \$ _____

SWAP MEET TABLES are being reserved on a first come basis. Any table not claimed 30 minutes prior to the start of the event will be assigned to those on the waiting list. No refunds will be given on unclaimed tables. You must be a registered attendee to have a Swap Meet table. Table must be paid in advance in order to reserve them. Swap Meet tables purchased at the door will be \$18.00 each if they are available.

If you cannot attend but you wish to order a Pepsi Celebration 2010 packet, the cost is \$30.00. Your packet will be mailed after Pepsi Celebration 2010. Please mail _____ packets at \$30.00 each to the above address.

PEPSI CELEBRATION 2010

Friday, November 12th & Saturday, November 13th, 2010

Held at the PALACE STATION HOTEL AND CASINO
2411 W. SAHARA AVENUE
LAS VEGAS, NEVADA 89102
1-800-634-3101

MAKE YOUR RESERVATIONS BY OCTOBER 8th, 2010

Please ask for the Pepsi Cola Collectors Group Rate ID# PCIPPSI

Courtyard Room Rates

Wednesday and Thursday - \$29.00 + Hotel fee* & tax per night

Friday and Saturday - \$49.00 + Hotel fee* & tax per night

Sunday and Monday - \$29.00 + Hotel fee* & tax per night

Tower Room Rates

Wednesday and Thursday - \$39.00 + Hotel fee* & tax per night

Friday and Saturday - \$59.00 + Hotel fee* & tax per night

Sunday and Monday - \$39.00 + Hotel fee* & tax per night

Single or double occupancy - Check in time is 3:00 PM

*Hotel fee includes high speed internet access, scheduled airport shuttle service, scheduled shuttle service to the Las Vegas Strip, unlimited use of fitness facility, line pass to Feast Buffet, in-coming faxes, 10% off gift shop merchandise (excluding sundries, tobacco & all beverages, candy, gum, mints) and valuable coupons.

PEPSI CELEBRATION 2010 SCHEDULE

FRIDAY, NOVEMBER 12TH

3:00 - 5:00 P.M.

REGISTRATION

6:00 - 8:00 P.M.

BE SOCIABLE DINNER PARTY

8:00 - ??? P.M.

LATE REGISTRATION & ROOM HOPPING

SATURDAY, NOVEMBER 13TH

9:00 - 9:45 A.M.

SWAP MEET SET-UP

9:45 - 11:45 A.M.

SWAP MEET

**Please note 6 Pepsi items per registered member will be accepted for the oral auction.

11:45 a.m. - 1:15 p.m. BREAK FOR LUNCH

1:15 - 2:00 P.M.

ORAL AUCTION CHECK - IN**

2:00 - 2:15 P.M.

ORAL AUCTION PREVIEW

2:15 - 4:00 P.M.

ORAL AUCTION

SCHEDULE SUBJECT TO CHANGE

PEPSI CELEBRATION 2010 T-SHIRT ORDER FORM

Presented by

PEPSI COLA COLLECTORS CLUB - SOUTHERN CALIFORNIA CHAPTER

November 12TH & 13TH, 2010

Las Vegas, Nevada

This year we need to order 2010 Pepsi Celebration T- shirts prior to our gathering in Las Vegas. Due to circumstances beyond our control, we will not be selling shirts at this year's event. I am hoping everyone will order at least one t-shirt, if not more, to help support our annual Pepsi Celebration. Your t-shirts will be available for pick up at Pepsi Celebration. Price per shirt is only \$12.00. If you need one of the larger sizes (see the list below) you will need to add \$2.00 for each XXL or XXXL.

However, if we do not meet the minimum required number of t-shirts, then we will not be able to order the t-shirts at all. Sadly, if this occurs, I will notify you and your money will be refunded in full.

Please complete this form, enclose your check or money order made payable to PCCC and return to Josh Broadwater, 1108 Big Pine Lane, Norco, CA 92860. Any questions please call David Gerger at: 1-951-255-4688 or e-mail him at alwayspepsi@yahoo.com. Thank you for your continual support of Pepsi Celebration. It would not be possible without all of your help.

PLEASE RETURN THIS FORM BY OCTOBER 8th, 2010.

Member's Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

E-Mail Address _____

Number Wanted

Sizes

Small

Medium

Large

X-Large

XX-Large (Add \$2.00 for each)

XXX- Large (Add \$2.00 for each)

Total Enclosed

\$ _____

If you cannot attend but you wish to order a Pepsi Celebration 2010 t-shirt, the cost is \$15.00 (Small through X-Large, XX-Large and XXX-Large add an additional \$2.00 for each t-shirt) plus \$5.00 for shipping. Your t-shirt will be mailed after Pepsi Celebration 2010. Please mail this form back together with your registration form.

Welcome New Members

Andy Reynolds
Indianapolis, IN

John Goldsberry
Springfield, MO

James Campbell
Hamilton, Ontario

Douglas Hazen
Wampum, PA

Randy Berg
Abbotsford, British Columbia

Carl Leaman
Westport, CT

Matthew & Stephanie Evans
Lehi, UT

Janet Edmonds
Yucaipa, CA

Joseph Smith
Detroit, MI

Tegen Hogan
W. Lafayette, IN

Henry Staples
Arlington, VA

Tiffany Nadolny
Milwaukee, WI



Pepsi 8-ounce Vendor Circa 1951

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::

1970's Pepsi bottle vending machine.
in excellent working condition. \$400.
Door opens to take bottle after insert-
ing quarter (can be changed to another
amount). Approx. 64" x 27" x 23".
Unit is located in Northeast Kansas.
Email: Lansingladybug@gmail.com

WANTED: Information and pictures
of the Pepsi Skywriter and Dancer and
also Pepsi balloons. Contact: Mel
Weseloh, 109 Fenway Drive, Decatur,
IL 62521

Email: pepsimelw@comcast.net

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

www.pepsigifts.com

ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new
products available now!

2010 Catalog Now Available



*"For God's sake, Murray! If you see one
Pepsi, you've seen them all!"*

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

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

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

Phillip Dillman
18351 Cowing Ct.
Homewood, IL 60430 USA





THE PCCC



EXPRESS

NEWSLETTER OF THE PEPSI-COLA COLLECTORS CLUB

Volume 27, Number 4

Oct. - Dec., 2010

True Blue

This fall, we at the PCCC are busily preparing for Pepsi Fest 2011. This will be the 25th anniversary of Pepsi Fest. If you haven't been to Pepsi Fest for a while, this is one not to miss! We have a lot of surprises and fun planned. Plus, we will be showing the new Pepsi documentary, True Blue.

True Blue is a documentary that was created this past summer to honor the independent Pepsi bottlers. This film captures the struggles and successes of the Pepsi family bottlers as they built their Pepsi franchises.

The film title, True Blue, refers to the dedication of the Pepsi bottlers, who have given their lives to building their Pepsi businesses. During the film, several of them say they bleed Pepsi blue.

The film made its debut at the

2010 Pepsi Bottlers Meeting in Washington DC this past September. This film was made for exclusive use of the Pepsi-Cola Company. There are currently no plans to make this available to any broadcast companies. As a Pepsi collector, your best chance to view this will be at Pepsi Fest 2011.

Speaking of the Pepsi Bottler's meeting, Pepsi announced at the meeting that they will be returning to the Super Bowl with a new Pepsi Max commercial. In the commercial, the Pepsi driver and the Coke driver compete to build the best in-store display. You can guess who wins! Also, Pepsi previewed a variety of changes in packaging, including a 12-ounce "skinny" Pepsi can.

The Pepsi-Cola Company will continue their Pepsi Refresh project

in 2011.

Included in this newsletter is registration information for Pepsi Fest 2011. To make your reservations, contact the Marriott East in Indianapolis at 317-322-3716. Be sure to tell the reservation clerk you are with the Pepsi-Cola Collectors Club. The last few years, the hotel has sold out rather quickly. Please make your reservations early. The dates for Pepsi Fest are March 17-19th, 2011.

We will have a photo wall at Pepsi Fest. Bring your old Pepsi Fest photos to display. Please use duplicate photographs - it may be difficult to insure the return of the originals!

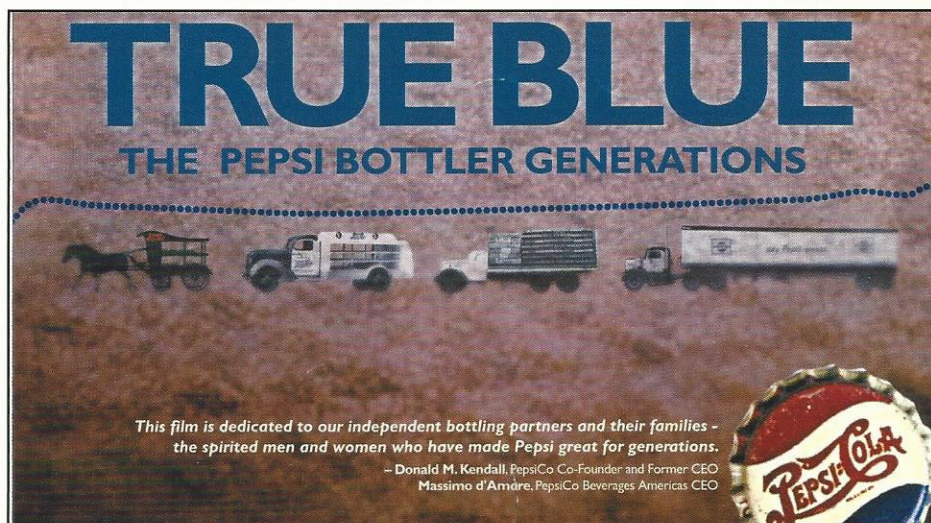
Have yourself a Pepsi Christmas and Happy Holidays!

In This Issue

**Pepsi Fest Registration
Information**

Clothique Santas

**East Coast Pepsi
Connection Report**



True Blue DVD Cover

Chapter News

Chapters News 2010-3

The fun and frivolity that typically accompanies summer is essentially over and most of us are getting back into our "school year" grinds. However, that doesn't mean that our focus on Pepsi collecting needs to take a back seat those resumed routines! The existing chapters are still meeting on a regular basis, Pepsi Celebration involves the work of PCCC chapter members on the West Coast, and, there are still plenty of Pepsi-related collectibles out there, old and new, to add to our collections.

Did you have a child head off to a college far from home or did one of your children move to a different city? Now, it's their turn to assist you in your collecting. You can supply them with homemade fliers to hand out to the Pepsi drivers or at the Pepsi plant promoting the PCCC and, depending on your child's salesmanship, they can help start a new chapter of the PCCC. For that matter, they could use the experience to write a report or a presentation for one of their classes! They may even find

some unusual regional Pepsi items for you to add to your collection. Think of the possibilities!!!

The Show Me Club Chapter will be having a picnic on Saturday, October 2, in the St. Louis, MO area. Contact Joe Sheahan at joeopenpepsi@sbcglobal.net for details.

The Iowa and Chicago Chapters are holding a joint meeting on Saturday, October 9, in Dahinda, IL. Contact Mel Beaver at melbeav@mchsi.com for details.

Saturday, October 9, is also the date for the Las Vegas Chapter meeting. Contact Amy Wiesenbergs at LVdogmom@aol.com for details.

The Indianapolis, IN area is in need of a chapter and Lora Beene is working on starting one there. Contact her at inpepsilovers@hotmail.com.

If your chapter is meeting and you would like the dates listed in the upcoming PCCC Express, let me know at pd62pepsi@sbcglobal.net.

Terry Brennan would like each chapter to update him on their future events. Please keep in touch with Terry at dietpepsi@mchsi.com as he

is the Coordinator of Chapters. Thanks!

-Phil Dillman

PEPSI CELEBRATION

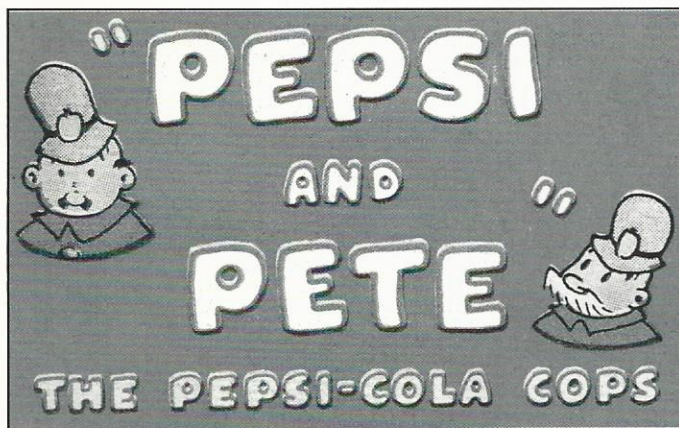
2010

Future Club Events

Pepsi Celebration
Las Vegas, NV
November 12-13, 2010

Pepsi Fest 2011
Indianapolis, Indiana
March 17-19, 2011

Dear Pepsi and Pete



Dear Pepsi and Pete:

What year was Pepsi-Cola first sold in 6-packs?

Signed,
Andy

Dear Andy:

Records indicate it was 1939. Prior to that, Pepsi-Cola was sold as a single cold drink. At that time, more and more homes were purchasing electric refrigerators, and Pepsi felt it was time to develop the take-home market.

Dear Pepsi and Pete:

Is the Pepsi we drink today made with the same formula that Caleb Bradham used?

Signed,
Becky

Dear Becky:

The Pepsi-Cola formula has changed many times over the past 100+ years. The original Pepsi formula did not contain caffeine. After the bankruptcy in Virginia in 1931, the Pepsi-Cola formula was updated by Charles Guth with the help of his chemist. When Al Steele became the President in 1950, he had the formula changed to use less sugar. This was in response to consumer demands for a less sweet drink. In the 1970's and 1980's, the company moved to corn sweeteners in place of sugar. With the concerns surrounding sugar, look for more changes in the formula in the future.

Dear Pepsi and Pete:

I read that Pepsi-Cola owns a sugar company. Is that true?

Signed,
Peggy

Dear Peggy:

No, that is not true. At one time, the Pepsi-Cola Company owned a sugar plantation in Cuba. The sugar from the plantation was refined at the Long Island City Pepsi-Cola plant in the 1940's. The sugar was only available to Pepsi-Cola and Pepsi-Cola bottlers. By 1950, they had sold the plantation and stopped refining sugar.

Dear Pepsi & Pete:

What year did Pepsi start using bottle caps?

Signed,
Bill

Dear Bill:

According to our records, Pepsi was first offered in bottles in 1905. Therefore, the oldest bottle cap is from 1905. Between 1905 and 2000, there have been numerous bottle caps used by the Pepsi-Cola Company. The bottle caps were updated as logos have changed over the years. The crown, cork, and seal style bottle cap used in 1905 was designed for returnable bottles. With the demise of the returnable bottle, this style bottle cap has disappeared as well.

Dear Pepsi and Pete:

What year was Pepsi first sold in New York?

Signed,
Beverly

Beverly:

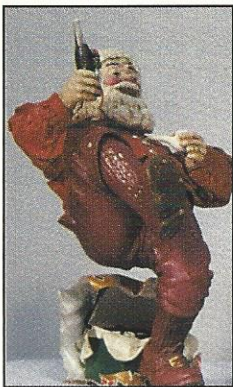
Pepsi was first offered in the New York area in the Loft stores in 1931.

Clothique Pepsi Santas

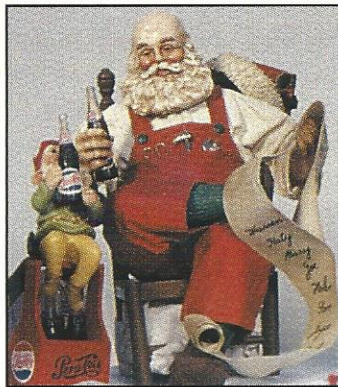
In the early 1990's, Possible Dreams company in Massachusetts, began selling Clothique Pepsi Santas. Around 1997, Possible Dreams stopped producing Pepsi Santas. Due to the collector demand, Double Dot Enterprises revived the Clothique Pepsi Santa in 2000. We have received numerous requests of a complete list of these Pepsi Clothique Santas. We believe this is a complete listing, and for the most part, the dates are accurate. Records have been lost, but we will keep searching for additional information. These are all limited edition Santas, and sell out every year. The current 2010 Santa is available now through Double Dot Enterprises.



1990



1991



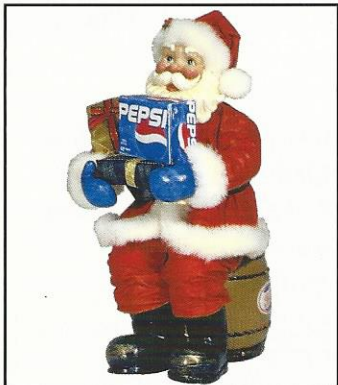
1992



1994



1996



2000



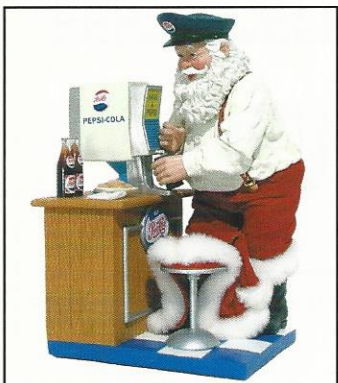
2003



2005



2006



2007



2008



2009



2010

East Coast Pepsi Connection



Pepsi Collector's HEAT UP the EAST Coast
East Coast Pepsi Connection Picnic
July 23 & 24 2010

Hot Hot Hot... BOY was it HOT on the East Coast when Pepsi collectors hit Chester Virginia. The East Coast Pepsi Connection (ECPC) event set lots of records including record temperatures!

Although ECPC began Friday afternoon, about 22 of us enjoyed the (what has become) traditional 'early birds' dinner on Thursday night. Our restaurant guru (Tim) successfully searches for locally owned and run eateries (that serve Pepsi, of course) that can accommodate our Pepsi passionate group!

We started out Friday afternoon getting to know each other, 50 of us; it was a record for attendance. We enjoyed Show and Tell and Ask the Experts (each other) that became

Stump the Experts. Thanks to Howard and Leda we saw some interesting pieces that even our vast array of 'experts' could not place (another record, ha ha). Check out the pictures and see if you can help us out. We topped the evening off with a Pizza Party (I think record breaking pizza eating took place too!) and room hopping (what else).

People came from California (thanks Ernie!), Massachusetts, Florida and places in between. The draw was a chance to see the wonderful collection of Scott and Kim Kinzie (A First, the only time a collection has been available for an ECPC event). Saturday morning they graciously hosted an Open House and allowed us to "oooo" and "ahhhh" our way through both floors of their beautiful home. They have pieces to inspire every Pepsi collector and have them tastefully displayed everywhere! Condition was king, not only was their collection

large and fabulous but everything was in unbelievable condition. There was something for everyone, bottles, old signs, great menu covers and inserts, smalls, cars, and novelties - you name it - they have it. More "Pepsi & Pete" than you could shake a stick at!

The grounds of their house were beautiful, but the 105 degree heat prevented us from enjoying the outside as much as the inside - in fact we grilled at their house and took the food back to our hotel so we could eat in air conditioned comfort! (Thanks Holiday Inn Express). The area set heat records both days we were there - locals couldn't explain it - but we were hot to see and collect Pepsi-Cola stuff, must have rubbed off on the weather!

What records will we set next year? Come and find out for yourself. Oh, did I mention ECPC ROCKS!

PEPSI FEST 2011 REGISTRATION

March 17th - 19th, 2011

Indianapolis, Indiana

If you plan on attending Pepsi Fest 2011, March 17-19, please complete and return this form as soon as possible. We need to have an accurate count of those attending the various events.

The registration fee of \$25.00 per person will include a button that must be worn to all Pepsi Fest functions. The packet will contain a lapel pin, glass, and several other items bearing the Pepsi Fest 2011 logo. Your cancelled check is your verification of registration. Come to the hospitality room to register with the club.

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

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

Member's Name _____ Phone _____

Address _____ City _____ State _____ Zip Code _____

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

3) _____ 4) _____ 5) _____

REGISTRATION FEE NO PACKET # _____ @ \$ 12.00 each \$ _____

Children under 10 free

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

25th Anniversary Dinner # _____ @ \$25.00 each \$ _____

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

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

3/19/2011

TOTAL ENCLOSED \$ _____

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

IF NOT ATTENDING but you wish to order a packet, the cost is \$30.00. Your packet will be mailed to you AFTER Pepsi Fest 2011.

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

PEPSI FEST 2011 REGISTRATION

PEPSI FEST 2011 SCHEDULE

Schedule Subject to Change

Thursday, March 17th, 2011

10:00 A.M.	Registration
11:00 A.M.	Pepsi Fest Kick-Off Meeting
1:00 P.M.	Chapters Meeting
2:00 P.M.	Silent Auction Check-In
3:00 P.M.	Silent Auction Begins
6:00 P.M.	25th Anniversary Dinner
7:00 P.M.	Room Hopping

Friday, March 18th, 2011

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

Saturday, March 19th, 2011

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

INDIANAPOLIS MARRIOTT

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

Pepsi Fest 2011 will be held at the Indianapolis Marriott. The room rate is \$99 per night for club members. Please note when you make reservations whether or not you will be selling from your room. Call (317)352-1231 for reservations.

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

The 10-Ounce Bottle

Seventeen years after the 12-ounce bottle for a nickel saved the Pepsi-Cola Company from a possible third bankruptcy, they were in trouble again. This time, the issue was they could no longer sell the 12-ounce bottle for a nickel and make money.

Prior to World War II, Pepsi-Cola sales had increased at a phenomenal rate. With the declaration of war and rationing imposed, growth ceased. Pepsi-Cola believed the situation was only temporary and once the war ended, things would be back to normal. The rapid expansion experienced before the war would continue.

Unfortunately, sugar rationing did not end once the war did. It wasn't until the end of 1947 that sugar rationing was completely eliminated. To make matters worse, the elimination of government price controls caused many prices to rise. This did not include the price of soft drinks, that the public had determined was worth a nickel, regardless of size.

This mindset was particularly hard on Pepsi-Cola, who, after all, were selling twice as much for a nickel. There was no way the Pepsi-Cola bottlers could survive selling a 12-ounce bottle for a nickel. Non-Pepsi bottlers that sold a 6-ounce bottle for a nickel had a larger profit margin to work with. Pepsi-Cola bottlers had no room to absorb increases in the cost of raw materials. A great debate in how to solve this problem arose among Pepsi-Cola and the Pepsi-Cola bottlers.

Reluctantly, in 1947, the Pepsi-Cola Company agreed to allow the Pepsi-Cola bottlers to raise the price of

Pepsi-Cola in a 12-ounce bottle to 6 cents. For some bottlers, this was not a problem. But for most, it dramatically hurt sales. Pepsi-Cola was still known to most people as the "big nickel drink."



1956 Ten Ounce Bottle

The Pepsi-Cola Company profits diminished. The Pepsi-Cola bottlers' profits were non-existent. By 1949, many predicted that Pepsi-Cola would once again be bankrupt. Pepsi-Cola hired Al Steele as vice-president, who many believed was brought in to dismantle the company.

About this same time, there was a movement by some bottlers to reduce the size of the Pepsi-Cola bottle. Among the advocates for a smaller bottle was Edward Hebbeler of New Haven, Missouri. Changing the size of the bottle was considered blasphemy by many at Pepsi-Cola. Finally, in 1949, the Pepsi-Cola Company authorized test marketing the 10-ounce bottle in three southern states. The 10-ounce bottle was exactly the same height as the 12-ounce bottle. The two ounces less made a big difference in profit for the Pepsi bottlers. The test market went well, and by 1951, the Pepsi-Cola Company agreed to let any bottler that wanted to sell this 10-ounce bottle for a nickel could do so. At this time, it was still considered an experiment.

The terms of the agreement were that any bottler that wanted to take on the 10-ounce bottle had to stop selling the 12-ounce bottle in his franchise territory. This included the removal of all 12-ounce bottle advertising. The Pepsi-Cola concentrate for a 10-ounce bottle would produce 2,160 cases. The price would be \$315, which was a little less expensive than the concentrate for the 12-ounce bottle, which was \$350. The concentrate for the 12-ounce bottles produced 1,200 cases of Pepsi-Cola. The difference of 960 cases meant profit for the bottlers.

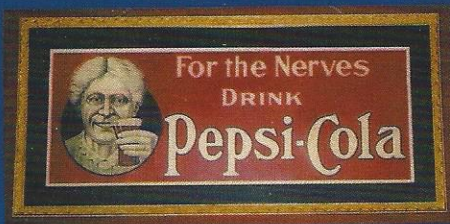
The introduction of the 10-ounce bottle for 5 cents was a turning point for Pepsi-Cola bottlers. By the end of 1951, sales were increasing. Once again, a bottle had saved the Pepsi-Cola Company. This time, it was a smaller, big bottle!

Collector Information



This photograph of this rare Pepsi-Cola metal sign was found among some old photographs. There is no indication of when this sign was made - I would guess between 1905 and 1915. If anyone has this in their collection, please let us know!

More Pepsi Memorabilia ...then and now



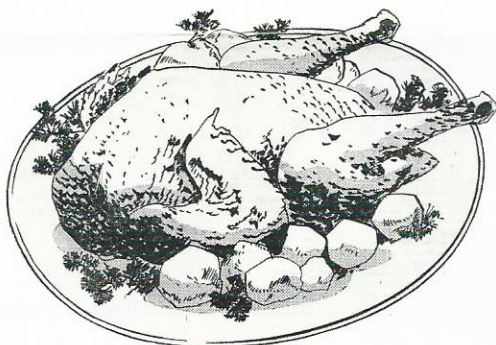
By Phil Dillman and
Larry Woestman

Here it is, "More Pepsi Memorabilia...then and now," a second volume Pepsi collectibles book written by Larry Woestman and Phil Dillman with a fabulous array of newer and old Pepsi related collectibles, shown with price guide. The 122 pages cover over 600 items that are not found in any other Pepsi collectible books. A must have for all Pepsi and soda collectors. Price is \$29.95 plus \$5.00 shipping and handling. We accept personal check or money orders only.

Contact Larry Woestman at pepc-conn2@aol.com or call 708-385-0646 with any questions. To place an order send \$34.95 to Larry Woestman, 14750 Karlov Ave., Midlothian, IL, 60445.



This 1929 sign is being held by a young boy in front of the Pepsi plant in Durham, North Carolina circa 1940. Notice the Pepsi bottle display rack to the right of the boy. Both the sign and the rack are very rare.



**...AND WHILE YOU'RE
TALKING
TURKEY
HAVE SOME...WITH A
BIG BIG PEPSI**



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::

Small Pepsi Collection

No more room! Retired after working for PepsiCo for 27 yrs. Printed bottles, 10' x 20' inflatable diet Pepsi can (with container and blower), commercial videos, advertisements, clothes, glasses, paper display wraps, old large Pepsi syrup tins and more! Call Dallas Spacal (Oregon) 971-678-2664.

For Sale: Small Dr. Pepper Collection
Need more room! New 20" 10 speed bike - still in box, NEW Double-sided 70's logo embossed sign, Unique electric clock - back round changes colors, 6' Spiderman static cling, plastic shells/cases, Diet and regular glass bottles and cups, golf tees and more!

Call Dallas Spacal (Oregon) 971-678-2664.

Wanted: N.R. and Returnable, glass drink bottles of Diet Pepsi, Pepsi Free, Pepsi Light, Diet, Pepsi Free, and Pepsi-Cola trading cards.

Contact: Ronnie Davis, 1181 E. Hyco Rd., South Boston, Virginia 24592. (434-579-2159.

Welcome New Members

**Simon Salinas
Findlay, OH**

**David Knowles
Guthrie, OK**

**Henry Staples
Arlington, VA**

**Eric Wales
Verona, WI**

**Al Laska
Milwaukee, WI**

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

www.pepsigifts.com

ON-LINE ORDERING NOW AVAILABLE!

Check our website for our new look and new products available now!

2011 Catalog Now Available

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

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