



Pepsi's biggest fans meet up at PepsiCo HQ

Did you know that there's a group of nearly 1100 people who hold the key to Pepsi's rich history? Raise your hand if you know about the Pepsi-Cola Collectors Club. If you didn't raise your hand, and even if you did, keep reading to learn more about this amazing and dedicated group of individuals. It all started in 1983 when three people from Southern California realized they had a shared passion - collecting Pepsi-Cola memorabilia. They founded the Pepsi-Cola Collectors Club (PCCC) as a way to bring other like-minded people from across the country together. The club has continued to grow with members who are committed to the documentation and preservation of the memorabilia and history of the Pepsi-Cola Company.

There are currently 11 active PCCC chapters across the U.S., plus one in Australia. Along with their quarterly newsletter, the PCCC Express, there are several annual events that keeps the PCCC connected throughout the year where they meet, trade, sell and occasionally gift each other Pepsi-Cola memorabilia from their own personal collections. Each chapter usually meets several times a year. The East Coast Pepsi Connection event meets at a different location every summer. Last month they finally made their way to PepsiCo Headquarters in Purchase, NY!

The group of collectors was treated to presentations and Q&A sessions facilitated by the PepsiCo's Marketing and R&D teams, as well as the team responsible for maintaining the world famous Donald M. Kendall Sculpture Gardens which is located on the property. They toured the gardens and even had the special opportunity to meet PepsiCo CEO Ramon Laguarta.



When asked what the highlight of the visit was, it was explained that the answer would likely be different for each individual, but one thing that stands out to all would be simply having the opportunity to visit PepsiCo HQ.

"I doubt that employees of Pepsi could understand how important that is to us. So many of us not only love to drink the product, we collect memorabilia. Many of us having items that date back to the 1900s. We investigate the history and many also are stock holders – so this visit was very special." - June Frost, East Coast Pepsi Connection event planner

PCCC takes pride in providing a forum for fellow collectors to get together to share and enjoy their enthusiasm for Pepsi-Cola. The East Coast Pepsi Connection's motto sums up this dedicated group of individuals: "We are avid Pepsi Collectors; some work for Pepsi, some retired from Pepsi, most are just Pepsi-holics."

Learn more at the [PCCC website](#) and their [Facebook page](#).