

# CAN-O-GRAM

A vintage advertisement for Red Rock Cola. The background is a solid red color. In the center is a large, circular graphic of a baseball. Inside the baseball, Babe Ruth is depicted from the chest up, wearing a blue cap with "Babe Ruth" written on it and a grey and white uniform. He is holding a wooden baseball bat over his right shoulder and looking towards the viewer with a slight smile. The word "Says" is written in a cursive font across his chest. Above him, the words "BABE RUTH" are written in bold, red, sans-serif capital letters. Below him, the quote "IT'S THE FINEST COLA DRINK I EVER TASTED" is written in red, sans-serif capital letters. To the left of the baseball is a glass bottle of Red Rock Cola with a white label that says "Enjoy RED ROCK COLA". At the bottom of the advertisement, the words "RED ROCK" are written in large, white, serif capital letters with a red outline, followed by "COLA" in white, sans-serif capital letters. To the right of "COLA" is a large "5¢" in white, with "12 OUNCES" written in small letters below it.

**BABE RUTH**

*Says*

**"IT'S THE FINEST COLA DRINK  
I EVER TASTED"**

Enjoy  
**RED ROCK**  
COLA

**RED ROCK**  
COLA

**5¢**  
12 OUNCES

August / September 2006



## On The Cover

### Babe Ruth pitched Red Rock the Million Dollar Cola.

"CAN-O-GRAM" is published six times a year and is the official newsletter of the "NATIONAL POP CAN COLLECTORS".

An initiation fee of \$5, with annual dues of \$20 thereafter to all US residents and \$25 in US funds to all other countries. For membership and address changes inquire at NPCC / Lance Meade / 335 Dellwood St S / Cambridge MN 55008.

Submission deadlines for ads, articles, new can photos, etc. are as follows:

Dec / Jan issue = November 15  
Feb / Mar issue = January 15  
Apr / May issue = March 15  
Jun / Jul issue = May 15  
Aug / Sep issue = July 15  
Oct / Nov issue = September 15

All issues are sent First Class PPD out of the CAMBRIDGE, MN 55008 post office.

Send articles and inquiries to:  
NPCC / Lance Meade  
335 Dellwood St S  
Cambridge, MN 55008

Internet Web Site:  
[www.one-mans-junk.com/npcc](http://www.one-mans-junk.com/npcc)

Email: [bruce@one-mans-junk.com](mailto:bruce@one-mans-junk.com)

All rights reserved. © No portion of this publication may be reproduced in any way without the written permission from the publisher.

### In this Issue

<b>Editors Notes</b>	<b>3</b>
<b>Supplement to Soft Drink in Cans part 4</b>	<b>4</b>
<b>Red Rock the "Million Dollar Cola"</b>	<b>6</b>
<b>20 Years Ago in The Can o Gram</b>	<b>8</b>
<b>Bottler Codes</b>	<b>9</b>
<b>Recent Finds</b>	<b>10</b>
<b>Can o Gram Pages</b>	<b>14</b>
<b>Trademark Files</b>	<b>14</b>
<b>Want Ads</b>	<b>15</b>
<b>Mr Pibb History</b>	<b>16</b>

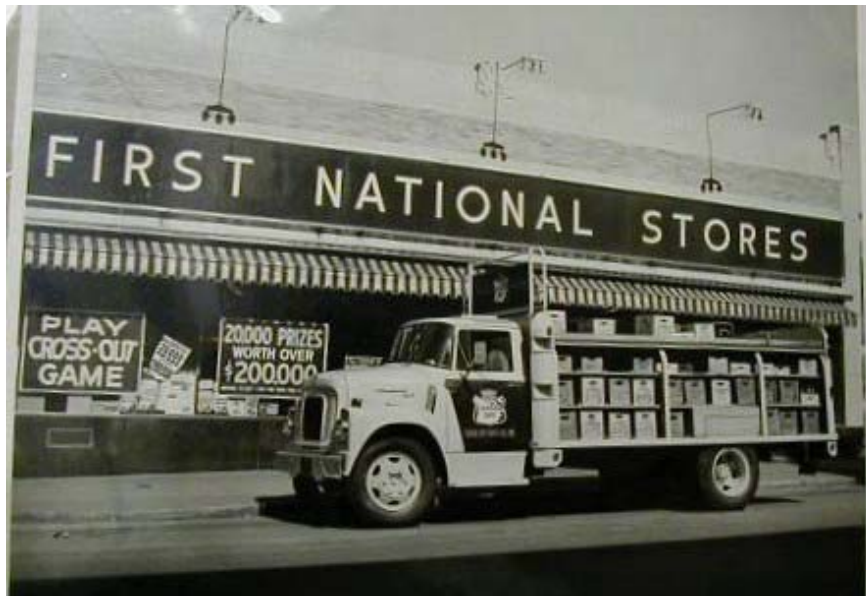
### Coming Next Issue

## Supplement to Soft Drinks in Cans Part 5

## Editor's Notes:

Hopefully this issue will reach you before the July 29th show in Des Moines. I have included a flyer to that show and also one to the Extrava-Can-Za show to be held at the home of Gene Judd. I encourage you to attend 1 or both of these shows as I'm sure a lot of nice cans will show up. If you plan to attend the Extrava-Can-Za be please give Gene a call at 317-710-4078 or drop him an email at luna814@msn.com.

In the "20 Years Ago" column in this issue you will see a picture of a special can issued by the NPCC. The club has a few of these cans available, if you are interested in purchasing one please contact me at so-dacans@sherbte.net.



## Upcoming Shows

**Mega Show**  
**July 27—29**  
**Des Moines Iowa**

**Extrava— Can— Za**  
**August 12**  
**Zionsville Indiana**

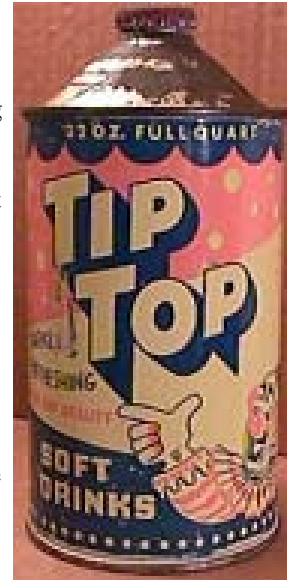
# Supplement to Soft Drink in Cans Part 4

First Published in 1954

Submitted by Gene Judd

## Recent Trends and Developments in Canned Beverages

During the last year both cone top and flat top cans have been produced by an ever widening circle of plants. The trend is toward the usual beverage flavors rather than toward the mixer type. The only Club Soda has, we understand been discontinued. A Quinine Tonic is now entering the market in a cone top can, carbonated at about 4 volumes. Most canned drinks are of lower carbonation. The most important of these are orange, grape, cherry and root beer. A survey of canned cola drinks indicates that the average carbonation in cone top cans is about .6 volume short of the bottled type, and the flat top is about .9 volume short. The brix and acid ration of cola are pretty much the same in both bottles and cans. With the clear, colorless lemon and lime flavor, popularly known as "UP" type, the average of the cone top cans is short about 1/2 volume of carbonation, and the flat top about one volume, compared with the bottled types. With ginger ale the cone top can has about 1/2 volume less gas and the flat top about .9 volume less gas than the bottled types. The average of the sugar and acid content is just the same for both.



During the past year several new can sizes have been introduced. At least seven brands have been introduced in 32 oz. Cone top cans. It appears that more gas is being introduced into this size, as the general average for ginger ale for instance is 4.0 volumes, with one as high as 4.4 volumes. The sugar content is generally a little lower than the smaller cans which is the same characteristic difference found between the 12 oz. And quart sized bottles. Several brands have been introduced in tall. Narrow 9 oz. Cans. These are of course the lighter cans usually used with still drinks. These cans are 3/4 inch taller than the usual 12 oz. Flat top cans. And have the same diameter as the usual 7 oz. Bottle. In view of the brand names and decoration on these cans. They are quite often placed with fruit juices on grocery shelves, rather than with beverages.



Some confusion has developed where the same brand name is being used on both fruit juice and canned beverages. In a number of stores they have taken a position side by side in the fruit juice section.

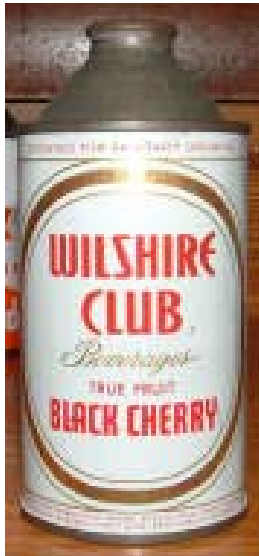
In a number of markets the retail prices have dropped below the starting scale. This is especially true with certain individual flavors which at times are displayed with the sale price of 3 for 25 cents. In some markets we have heard that the 6 oz. Can is outselling its 12 oz. Counterpart. This is perhaps because the retail price is 7 cents for a

single can instead of 10 cents. Perhaps it is the size preferred by mothers for their

*(Continued on page 5)*

(Continued from page 4)  
young children.

During the past year various types of convenient packing have been offered. In addition to the usual 6 pack (usually 6 for 59 cents), three packs are offered in some places (3 for 29 cents), and also four cans to a package, lengthwise, (4 for 39 cents). In addition to these is the loose packing of 24 to a carton and the bulk packing of 48 to a case.



Anyone who views a wide assortment of cans designed to hold soda water will be impressed that the magic of the lithographer's art has been brought to play in all its glory. This is particularly noticeable when a comparison is made with an oft used and somewhat scuffed returnable bottle or an unlabeled one-way bottle.

A great deal of confusion still exists as to the proper labeling of products of the imitation type. In our booklet "Soft Drinks in Cans". We made the statement that no ingredient list was necessary with root beer, ginger ale and cola in interstate commerce, as standards had been set for these. This is incorrect. No Federal standards have been set for any drinks. All carbonated beverages are temporarily exempt from ingredient labeling until such time as standards are set. Still drinks are not exempt. This does not mean that an imitation flavor need not be labeled imitation. This also has nothing to do with various state regulations. Which should be checked before entering any state.

It appears much clearer today than a year ago that the average smaller bottler will find it difficult to compete with the big boys when handling cans. A great deal of educational work must be done. The dealer and consumer must be sold the no-deposit idea. They must be sold the convenience and purity of the package. The consumer must be sold the idea of paying for the package. All this must be done with a much smaller margin of profit. The comparatively small area covered by a bottler and the untrained salesmanship qualities of the average driver, suggest that the bottler is better off without the can.

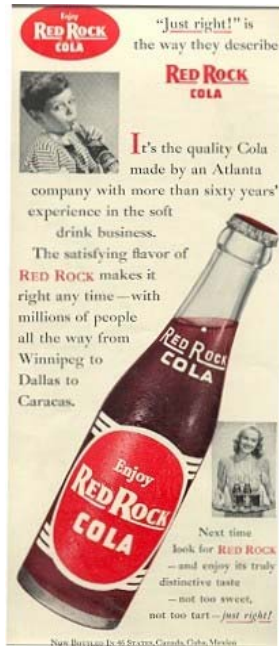
The year has as a whole brought out the fact that beverages in cans must be of highest quality or the consumer will decline to purchase. Poor quality, however, is not the realm of cans alone. The Hurty-Peck laboratory has literally thousands of bottles on its display shelf. Most of these bottles have been sent in because of a quality deficiency, or for a check to prevent a deficiency. On the whole, out of the well over 100 different brands of cans tested in our laboratory, very few were classed as poor or unsalable. Even this fairly high standard will improve as the industry learns more about what it is doing. When so many people jump into a thing so fast so as to be on the market before others fill it up. Inexperience can sometimes result in an inferior product.





## Red Rock the “Million Dollar Cola”

One of Atlanta's most prominent merchants during the reconstruction days of the early 1890's was Lee Hagan of Hagan & Company, a thriving grocery and confectionery store located near the center of present day Atlanta. In 1885 Mr. Hagan purchased a small bottling plant which consisted of one foot-powered bottling machine. Bottles were washed by hand in a tub, and deliveries were made on foot or with two one-mule wagons.



Mr. G. T. Dodd, a wholesale grocer, joined the bottling business, forming the company of Hagan and Dodd. They in turn founded the Red Rock Company in 1885. It was Dodd who first introduced Red Rock Ginger Ale to the wholesale grocery trade for distribution. This ginger ale had a spicy flavor from capsicum, an ingredient derived from hot peppers. Mothers in the area used it to calm their family's upset stomachs and to clear stuffy noses.

In 1894, Mr. Hagan produced a cola extract under the copyrighted name of "Afri-Cola", which was successfully bottled for a number of years. The name Red Rock with its lettering style was trademarked with the US Patent Office in 1903. Red Rock was the first carbonated beverage company to use the traditional red background with white lettering,

and they were the first to use a motorized truck to distribute carbonated beverages in Atlanta in 1908. In 1929, Dodd purchased Hagan's interest in the Red Rock Company.

Over the years the company experimented with many flavors. In response to popular demand, Red Rock Cola was introduced in 1938. The public accepted it immediately and all available supplies were instantly exhausted. The word spread like wildfire and in very little time, Red Rock Bottlers Inc. was formed in order to begin a network of Red Rock bottlers all across the country. Beginning in 1938 the franchises that were granted quickly established Red Rock as a leader in the 12oz field with over 200 bottlers and by 1947, Red Rock was bottled in 47 states. But by 1958, there were only 107 bottlers left throughout the country still using the Red Rock Cola concentrate. Sixty-six of them were under The Red Rock franchise, while another 41 bottlers were marketing the product under their own private brand.

For a short time Red Rock was even bottled outside of the USA. Red Rock of South America was incorporated in 1946 to bottle and distribute the Red Rock brand of beverages in South American countries. The South American plant



*(Continued on page 7)*

(Continued from page 6)  
ceased operations in 1952.



The people of Cuba also enjoyed Red Rock for a time. Sometime in the 1940's The Red Rock Cola Bottling Company of Cuba started production but by 1953 production in Cuba had ceased.

The selling point to Red Rock Cola was the fact that it was low in cost and still high in flavor. Fred L. Cannon, who purchased the company in 1955, claimed that Red Rock Cola was one of the finest cola beverages in the country and the most economical to bottle. At the time, he called it "The Million Dollar Cola."

Red Rock is the only soft drink beverage ever endorsed by Babe Ruth and posters were made of the endorsement in 1939. There are two, original posters known to exist today.

It is not clear what happened to The Red Rock Company after the late 50's. Fortunately the original formula was preserved and remains in the hands of a major producer of concentrate for soft drinks, International Flavors, Inc, in Indianapolis, Indiana. As a result, it has become the foundation of a new string of Red Rock distributors.

One such example is Big Springs, Inc., the Coca-Cola Bottling Company in Huntsville, Alabama. In the 1980s, they were looking for a private label soda to bottle independently when the Coca-Cola Company changed many of its bottling companies to distributors.



They found their answer in Red Rock Cola, becoming the primary producer and bottler of Red Rock Beverages today.

Distribution problems were settled by using independent distributors. JCM Beverages, Inc., in Huntsville, Alabama, distributes to several different carriers and major food distributors, and is licensed to distribute Red Rock in a five state region. Licenses must come from Universal Flavors, Inc. and are also generally required to gain approval from JCM Beverages.

Clayton Distributing Co., a small, local soft drink and juice distribution company in Atlanta, owns the franchise rights in northern Georgia and parts of Florida for Red Rock. They distribute Red Rock Cola in a bottle with a nostalgic label, echoing the history of the drink.

American West Beverages, located in Kennesaw, Georgia, holds distribution rights in Colorado, Oklahoma and Utah for the sale and distribution of Red Rock Beverages,

Today Red Rock can still be found in the areas that these distributors service and at online soda stores such as [www.galcos.com](http://www.galcos.com).



## 20 Years Ago in the Can o Gram

### Volume 13, Number 8, August 1986

It was announced that RC Cola was starting a “Cola War” with Coca Cola and Pepsi by suing to stop the proposed mergers with Dr Pepper and 7 up.

The roster appeared in this issue with a total of 148 members, only 19 are still members today (Editors Note: I wonder what happened to the rest!).

The Coca Cola Detroit Tigers Baseball set were the featured cans in the Spotlight Column.

An interesting article titled “What’s In a Name”, discussed the lengths at which well known companies will go to protect their name. Case in point was Copa Kola which didn’t last long under this name. No one knows whether Coca Cola registered a complaint but the name was changed to just Kola, but all other Copa flavors continued to use the Copa in the name (Copa Grape, Copa Orange, etc).

### Volume 13, Number 9, September 1986

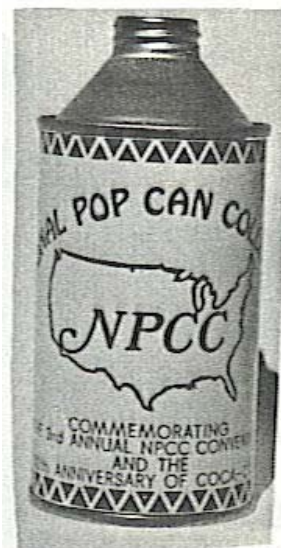
A timeline of Royal Crown was printed. According to the timeline Royal Crown began life as Chero-Cola in 1905. Chero-Cola was re-formulated in 1943 and renamed Royal Crown Cola.

A new contest called “You Canz Win Contest” was introduced. It appears that there were 3 different categories and that you would send in cans for the category of your choice and if your name was drawn you would win all the cans in the category.

International Insight featured cans from England, with pictures of several small size cans.

Latest Discoveries featured 49 different Coca Cola made cans, 19 Pepsi Cola cans and 31 other brands.

Several pages of pictures of various trade shows were included. Along with the introduction of the National Pop Can Collectors paper label cone top can was offered for sale for the first time in the Can o Gram.





On this page you will find the Pepsi and Coca Cola bottler codes that I could find. I'm sure there are more. Thanks to John Hantz & Tom Kirschbaum for their assistance.

### **Pepsi Bottler Codes**

AG = Austin, IN  
 AU = PBG Auburn, ME  
 BE = Baltimore, MD  
 BG = Munster, IN  
 BR = Birmingham, AL  
 CD = Cicero, NY  
 CE = Philadelphia, PA  
 CG = Cincinnati, OH  
 CO = Columbus, OH  
 CV = Collierville, TN  
 DC = Detroit, MI  
 DY = Dyersburg, TN  
 EA = Ayer, MA  
 FD = Fargo, ND  
 GE = Roanoke, VA  
 GG = Indianapolis, IN  
 KG = Lima, OH  
 LE = Johnstown, PA  
 MB = Marion IL  
 MD = Mansfield, OH  
 MR = Mount Angel, OR  
 NE = Newport News, VA  
 NK = Mankato, MN  
 NN = Norfolk, NE  
 NR = Wytheville, VA  
 PO = Portland, OR  
 QE = Wilmington, DE  
 QY = Quincy, IL  
 RL = Reserve, LA  
 SG = Oshkosh, WI  
 TG = Twinsburg, OH  
 TT = Olympia, WA  
 UG = Des Moines, IA  
 WT = Watertown, WI  
 XG = Toledo, OH  
 YC = Yakima, WA  
 YE = Cheverly, MD  
 YG = Dayton, OH  
 ZG = St Louis, MO  
 ZV = Charlottesville, VA

### **Coca Cola Bottler Codes**

AB = Atlantic, IA  
 AF = Durham, NC  
 AX = Alexandria, VA  
 BB = Bishopville, SC  
 BH = Bethlehem, PA  
 BS = Houston, TX (Bissonnet)  
 BT = Baltimore, MD  
 CC = Chattanooga, TN  
 CD = Bedford Hts, OH  
 CL = Clinton, MS  
 CN = Cincinnati, OH  
 CP = College Park, GA  
 CV = Cleveland, TN  
 DD = Downey, CA  
 DT = Detroit, MI  
 EE = Okmulgee, OK  
 EH = Birmingham, AL  
 EP = Hunstville, AL  
 ET = Montgomery, AL  
 FL = Flint, MI  
 FR = Meridan, MS  
 FW = Forth Worth, TX  
 GB = Baton Rouge, LA  
 GG = Houston, TX (Gulfgate)  
 GR = Grand Rapids, MI  
 HE = Hattiesburg, MS  
 HG = Hagerstown, MD  
 HH = Honolulu, HI  
 HM = Hamburg, PA  
 HO = Indianapolis, IN  
 HS = Hot Springs, AR  
 HW = Hollywood, FL  
 II = Washington, PA  
 JA = Jacksonville, FL  
 KE = Elmsford, NY  
 KM = Maspeth, NY  
 KH = East Hartford, CT  
 LP = Londonderry, NH  
 LR = Little Rock, AR  
 LW = Dallas, TX  
 LX = Lenexa, KS  
 MB = Mobile, AL  
 MD = Niles, IL  
 MK = Middlesboro KY  
 MM = Mattoon, IL

### **Coca Cola Continued**

MP = Memphis, TN  
 MR = Marietta, GA  
 MT = Moorestown, NJ  
 MV = Montross, VA  
 NH = Needham Hts, MA  
 NL = New London, CT  
 NS = Nashville, TN  
 NT = Nacogdoches, TX  
 OK = Oklahoma City, OK  
 OR = Orlando, FL  
 OZ = Springfield, MO  
 PA = Eagan, MN  
 PC = Cedar Rapids, IA  
 PH = Philadelphia, PA  
 PR = Portland, IN  
 PT = Portales, NM  
 RA = Rochester, MN  
 RC = Rochester, NY  
 RE = Roanoke, VA  
 RK = Rock Springs, WY  
 RM = Richmond, VA  
 RX = Alsip, IL  
 SC = Denver, CO  
 SD = San Diego, CA  
 SL = Maryland Hts, MO  
 SN = Sanford, NC  
 SS = Silver Spring, MD  
 ST = Bozeman, MT  
 SX = Great Falls, MT  
 SY = Charlotte, NC  
 SW = Fruitland, ID  
 TB = Twinsburg, OH  
 TH = Tullahoma, TN  
 TO = Salt Lake City, UT  
 TP = Tampa, FL  
 TR = Phoenix, AZ  
 TW = Tonawanda, NY  
 UC = Union City, TN  
 UO = Sacramento, CA  
 US = Kokomo, IN  
 UV = San Leandro, CA  
 VJ = Wilsonville, OR  
 VM = Bellevue, WA  
 WI = Wichita, KS  
 WM = West Memphis, AR  
 WP = Milwaukee, WI

## Recent Finds

Thanks to these contributors (1) Brent Alexander, (2) Dave Tanner, (3) Lance Meade, (4) Tom Kirschbaum, (5) John Chambers, (6) Michael Harris



Canadian  
(4)



Side previous can.  
(4)



Canadian  
(4)



Pre-rip  
(2)



Canadian  
(1)



Bad Boyz Car Show  
(3)



Wild Waves Save \$6  
(4)



(3)



PEPSI & DIET PEPSI WAYNE GRETZKY'S GREATEST MOMENTS.

6 CANS ON BOTH PEPSI & DIET PEPSI:

1978 #1, 1984 #2, 1987 3#, 1991 #4, 2002, #5, 2004 #6

PEPSI PRODUCTION CODE: NO 20 06 2327WCO21663X

DIET PEPSI CODE: JL 03 06 1159WCO21063X

10 C-O-G



(3)



(1)



Pre-zip  
(1)



Harvard Class of  
1941  
(1)



Pre-zip  
(1)



Pre-zip  
(1)



Pre-zip  
(2)



Pre-zip  
(1)



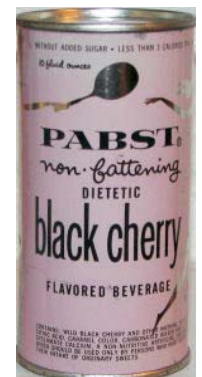
Mansfield  
Motorsports  
(6)



\$10 Off Valleyfair  
Extreme Swing  
(3)

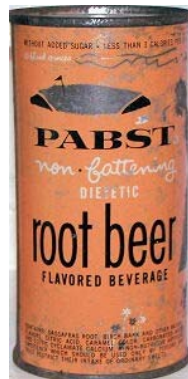


Pre-zip  
(1)



Pre-zip  
(2)





Pre-zip  
(2)



Pre-zip  
5 1/2 ounce can  
(3)



Bowl Your Head Off  
(4)



Fly Rockford  
(4)



Mud Hens All Star  
Fanfest  
(6)



2006 National  
Champs Florida  
(5)



Noah's Ark save \$10  
(4)



Superman  
(5) & (6)



Wayne Gretzky  
Pepsi set  
(4)



Wayne Gretzky  
Pepsi set  
(4)



Wayne Gretzky  
Pepsi set  
(4)



Wayne Gretzky  
Pepsi set  
(4)



Wayne Gretzky  
Pepsi set  
(4)



Wayne Gretzky  
Pepsi set  
(4)



Fort Wayne  
Children's Zoo  
(6)



Knoebels  
(5)



Summer Heat Air  
Festival  
(6)



Superman  
(6)



Safeway  
(5)



Pre-zip  
(1)



Pre-zip  
(1)



Pre-zip 8 ounce can  
(3)




(5)



Pre-zip  
(1)



# CAN-O-GRAM PAGES BUY \* SELL \* TRADE

	<h2>National Pop Can Collectors</h2> <h3>335 Dellwood St S</h3> <h3>Cambridge, MN 55008</h3>	
	<b>Classified Word Ads</b>	<b>Display Ads</b>
<b>5 cents a word \$2.00 minimum bimonthly charge</b> Each word, abbreviation, and price count as one word  All classified ads must be paid in advance  Copy should be typewritten or printed NPCC will not be responsible for errors in an ad due to poor quality copy  NPCC reserves the right to refuse any advertising  Near the deadline email us your ad Sodacans@sherbtel.net  <b>NPCC members in good standing are entitled to one free classified word in each issue. The ad can be up to 125 words in length. 5 cents a word for each additional word over 125</b>	1 Time One-half page.....\$5.00 Full page.....\$9.00 Two pages.....\$17.00  For longer periods call or write  *Consecutive issues with NO changes  All ads must be received by the 15th of the month See time schedule on page 2  No additional charge for photos  Camera ready ads accepted but not a requirement  Maximum copy size (full page) 4.5" X 7.5"	3 times * \$12.00 \$22.00 \$41.00

## Trademark Files

This is a new feature that I will run when space permits. This article will show the current Trademark information on file with the Patent and Trademark Office for the brand shown. First up is Tip Top.



**Word Mark**  
**Goods and Services**

**Tip Top**  
(expired) IC 032. US 045. G&S soft drinks. First use: 19540609. First use in commerce 19540610

**Mark Drawing Code**

Words, letters, and or numbers in stylized form.

**Serial Number**

71668704

**Filing Date**

June 22, 1954

**Registration Number**

0617927

**Registration Date**

December 20, 1955

**Owner**

T&T Products, Inc. Corporation  
Wisconsin 305-307 W. Dayton St,  
Madison Wisconsin

**Type of mark**

Trademark

**Renewal**

First renewal 19751220

**Live/Dead**

Dead

## WANT ADS

**Wanted:** Will buy or trade for Energy Drink cans, cans with cartoon characters, old & new, foreign or domestic. Also wanted: the new Vault can by Mt Dew, and Devil Shake which I remember drinking as a kid. Have for trade: Defense, Steven Seagal's Lightning Bolt, Orange Co. Choppers & more, old & new. Todd Russell / 811 - 133 St East / Bradenton, FL 34212 or email: huckfinch@hotmail.com Phone: 941-745-9029

**Wanted:** 1998 & 2000 Pepsi Mall of America Ecommunity Bank Top Cans. Also, all new issues of Patriotic & Tennessee theme cans. Also looking for bank top cans from Reynolds, Ball, Crown & Cork & any other aluminum can company manufacturers. Also have many cans to trade. Geff Moore / 1322 Huffine Rd. / Johnson City, TN 37604 jctncanman@aol.com (423) 928-2789

**Wanted:** The 2005 14 ounce Sports Series Super Bowl set of 5 Dallas Cowboys. Mike Harris / 7334 S 150 E / Poneto, IN 46781 Phone: 260-346-2273

**Trade:** Have large listing of over 1000 different pop cans. Mostly Pepsi and Nebraska cans. Please send your trade and lets do some trading. My list free on request. Ed Ackerman / PO Box 251 / Beatrice, NE 68310

**Trade:** Have many NJ, PA & NY commemorative Coke & Pepsi Product cans to trade for other Coke & Pepsi cans I need from around the world. Send your trade list today! Barry Skokowsk NPCC #971 / 7 Sprague Turn / Hamilton NJ 08610 or Email bcocacola@aol.com

**Wanted: Your ads. One ad per issue of 125 words or less is free to all members of the NPCC in good standing. Send your ad to Lance Meade / 335 Dellwood St S / Cambridge, MN 55008**

## Roster Update

### New Member

David Cichoraki #1238  
54485 Pleasant Valley Dr  
Osceola, IN 46561  
Phone: 574-674-2779  
Email: intocans@comcast.net  
Collects: Variety of soda & beer

### Corrected Phone Number

John Chambers #1237  
Phone: 610-696-7368

## Mr Pibb History

**Mr. PiBB** is a carbonated soft drink marketed by The Coca-Cola Company. Introduced in August 1972 to compete against the popular drink Dr Pepper, Pibb has a small but loyal following in many parts of the United States, especially the South.



Many hold that Mr. PiBB had a flavor distinct from and far more nuanced than Dr Pepper, with slight hints of both root beer and chocolate soda. A diet version was also available into the 1990s in some markets.

The Coca-Cola Company even held a "Pibb Girl" contest in 1980, where a girl who matched a predetermined face would have won cash and prizes. However, no one realized until later on that the girl had to be white to win. After protests, the contest was dropped.

Mr. PiBB's slogan in the late 1990's was "Put it in your head" and the can featured an odd cartoon head drawn in a squiggly scribble style.



In 2001, a new flavor called Pibb Xtra was introduced with added cinnamon and cherry flavor, replacing the original Pibb flavor in many parts of the U.S., although some regions had both variations for sale at the same time. Pibb Xtra is often described as "spicier" and more similar to Dr Pepper than Mr. PiBB.

In 2005, Coke introduced Pibb Zero, a sugar-free version of Pibb Xtra, in Texas, Kansas, Oklahoma, and Missouri. Coke reports that there are no plans to introduce Pibb Zero to the rest of the U.S.