

**100**

years, and we've never looked better.

Thanks to the customers,  
consumers, bottlers, employees,  
agencies and suppliers  
of Pepsi for helping us  
celebrate our first century.  
Here's to the next 100.



# CAN = C = GRAM

NATIONAL POP CAN COLLECTORS



Volume XXVI, Issue 2

March 1998

**SPRINGTIME IN ATLANTA**

April 8 - 11, 1998  
Atlanta GA, USA  
contact: Sheri Langlois  
120 Cadbury Court, Alpharetta GA 30022 USA

**SMOKYHREST '98**

May 14 - 16, 1998  
Gatlinburg TN, USA  
contact: David Hodgens  
1633 Joyner Ave, Marietta GA USA

**BAIDGER SPRING PAUSE**

May 14 - 16, 1998  
Wisconsin Dells WI, USA  
contact: Carol Weber  
629 North 94th St, Milwaukee WI USA

**24th COCA-COLA CONVENTION**

July 22 - 25, 1998  
Minneapolis MN, USA  
contact: Jean Gibbs -Simpson (785-842-3929)

**NPCC 1998 EXTRA VACANZA**

July 24, 1998  
17531 Gage Ave, Farmington MN, USA  
contact: Bill Swanson (address above)  
More information in upcoming issues

**NATIONAL POP CAN COLLECTORS**  
APPLICATION FOR MEMBERSHIP AND RENEWAL

**DUES: \$18 USA    \$25 FOREIGN**

**NAME :** \_\_\_\_\_

**ADDRESS :** \_\_\_\_\_

**CITY / STATE :** \_\_\_\_\_

**COUNTRY / ZIP CODE :** \_\_\_\_\_

Return this form with cheque or money order to:

**NPCC MEMBERSHIPS**  
19201 Sherwood Green Way  
Gaithersburg MD 20879 USA

\*Eight issues per year of the Can-0-Gram newsletter mailed Air/First class

\*FREE Classified ads in the Can-0-Gram

\*Membership roster and membership card

\*International conventions and regional trade sessions

**MEMBERSHIP / RENEWALS / CHANGE OF ADDRESS**

Rich Simmons - Director  
19201 Sherwood Green Way  
Gaithersburg MD 20879 USA  
e-mail: cokecans@aol.com

**NEWS LETTER SUBMISSIONS**

**PHOTOS OF NEW CANS / ARTICLES / CLASSIFIED ADS**

Bill Swanson - Editor  
17531 Gage Ave  
Farmington MN 55024 USA  
e-mail : SWANSOLR@RMS.ISD196.K12.MN.US

# WANTED WANTED WANTED

The NPCC is in search of it's next Can-O-Gram newsletter editor. Being the editor, you will know about new cans as they come out, you can help organize NPCC events and improve the club. You can help lead the NPCC into the future.

You don't need any experience !!

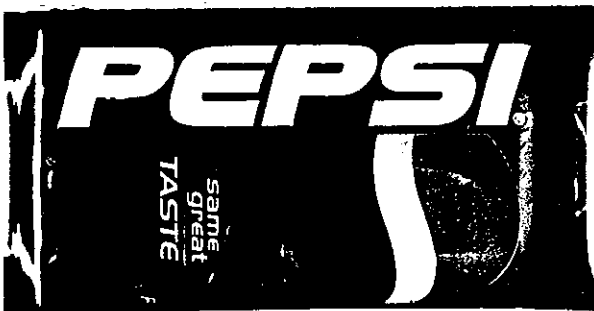
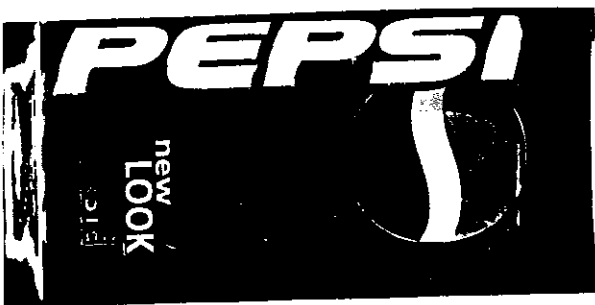
(Please contact Rich Simmons or Bill Swanson. Addresses are on the last page of this newsletter)

## ADVERTISING ADVERTISING ADVERTISING

All members are entitled to one free 50 word "SALE / TRADE" ad per issue along with a free 50 word "WANTED" ad per issue. No ad will appear for more than three consecutive months. Non member ads will be accepted on a case by case basis upon review and approval of the director of the NPCC, when space is available. Display ads are available at \$5 for a quarter page, \$9 for a half page and \$15 for a full page. Send your ads to NPCC, 17531 Gage Ave, Farmington MN 55024 USA

- \*\*\*\*\*  
**WANTED:** Pepsi (5) can set Spice Girls from Italy. Buy or trade. Have many, many traders. Berrie v. Helmond, De Cope 35 : 3421 Oudewater, The Netherlands.  
\*\*\*\*\*
- WANTED:** Looking for soda, beer, and coffee can trading partners. Send your list and receive mine. Let's do it! Mark Nowack, 11180 166th St W., Lakeville MN 55044 USA e-mail; mnowack42@aol.com  
\*\*\*\*\*
- TRADE:** 2 different Canadian olympic cans on Coca-Cola. 1) Nagano '98 - Congratulations to Canadian Team. 2) Canada's best performance list of medal winners. Grant Solar, 2 Broadview Pl., Winnipeg MB Canada R2V 3V3  
\*\*\*\*\*
- TRADE:** New 1998 Diet Coke Grammy Awards 6 can set. Have many to trade. Want new Coke & Pepsi cans from around the world. Barry Skokowski, 7 Sprague Turn, Hamilton NJ 08610 USA  
\*\*\*\*\*
- BUY/SELL/TRADE** all Pepsi product cans. I'm looking for Aspen, Devil Shake, Evervess, Patio, Skandi, Tropic Surf and any discontinued Pepsico. Also need promo cans from your area. Contact Joe Allen, 610 Vanadium Rd, Bridgeville PA 15017-2935 USA e-mail mmjk@voicenet.com  
\*\*\*\*\*
- WANTED:** Any grade 1+ soda conetop. I will pay top dollar for the ones I need. Top 3 wanted: Twang, Tip Top & Donald Duck. If you have any one of these please contact; Darren Turco, 43 Dorr Dr, Rutland VT 05701 USA  
\*\*\*\*\*
- SALE:** Hundreds of Coke/Pepsi commemorative cans. Let me know if you're interested and I'll send you a list. Bill Swanson, 17531 Gage Ave, Farmington MN 55024 USA  
\*\*\*\*\*
- AUCTION:** The auction bids are starting to come in. Don't wait until the last day to send in your bids. Some of the cans in the auction are hard to find and this may be your only opportunity to add these cans to your collection. Don't miss out! If you need an auction list contact Bill Swanson, 17531 Gage Ave, Farmington MN 55024 USA  
\*\*\*\*\*

*Similar but not the same...*



*The new Pepsi cans are similar but not the same. The can with the words "New Look Same Great Taste" was the first can produced in March of 1997 and the can with the words "Same Great Taste" is the design currently being sold on the store shelves in the USA.*

\*\*\*\*\*

*Do you have cans in your area that have not been shown in the Can-O-Gram? Make a photocopy (reduced at 65%) and send it in today! Then place an ad so you can sell or trade the cans to other collectors. It's a great way to add cans to your own collection!!*

**Coca-Cola Consolidated Names Evander Holyfield, World Heavyweight Champion, to Company Board**

CHARLOTTE, N.C., /PRNewswire/ -- Coca-Cola Bottling Co. Consolidated (Nasdaq: COKE) today announced that Evander Holyfield has been named to the company's Board of Directors. The appointment of the three-time and current heavyweight boxing champion of the world to the soft drink bottler's Board continues a long-standing relationship between Holyfield and The Coca-Cola system.

"When I think about Evander Holyfield, many qualities come to mind, including his integrity, his business acumen and his impressive community involvement," said J. Frank Harrison, III, Coca-Cola Consolidated Chairman and CEO. "We are proud to have this internationally recognized leader -- a true champion in every sense of the word -- join our Board of Directors."

Holyfield said he looks forward to serving on the Coca-Cola Consolidated Board. "I'm pleased to have this opportunity to add a new dimension to my long association with the Coca-Cola family," he said. "I look forward to contributing my experience and perspective as an athlete, a businessman and as a citizen involved in the community to the Coca-Cola Consolidated Board."

Holyfield's success in the boxing ring and the business world has afforded him the opportunity to help the many communities he has touched in his travels around the United States and the world. He recently launched a new line of Holyfield Warrior sports apparel, with one quarter of the proceeds from sales dedicated to charity. The Coca-Cola Company and Evander Holyfield have enjoyed a partnership since 1990 and recently extended that relationship for another seven years. Holyfield has worked with Coca-Cola Consolidated on a variety of marketing and community-related projects in the past, including the annual CIAA basketball tournament in Winston-Salem, NC and numerous youth-focused functions and programs throughout the Southeast.

Charlotte-based Coca-Cola Consolidated is the nation's second largest Coca-Cola bottler with franchise territories in 12 Southeastern states. SOURCE Coca-Cola Bottling Co. Consolidated

\*\*\*\*\*

*If a fellow collector writes you a letter please write them back!! Even if you're not interested in trading just let them know you did receive their letter.*

\*\*\*\*\*

# Something about that name

THE HISTORY OF PEPSI-COLA, 1898-1998



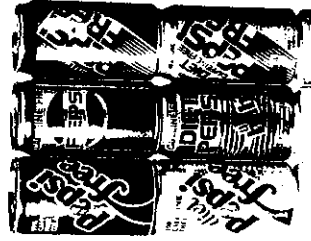
**C**lear beverages showed promise in the early '90s, so Pepsi lent its name to the trend with Crystal Pepsi, a product that generated lots of trial, but a bit of disappointment when consumers discovered it wasn't simply their beloved Pepsi without color (then it wouldn't be Pepsi). To clarify things, the company renamed it Crystal from the makers of Pepsi.



**W**hile there's coffee in my cola...Pepsi tried giving Philadelphians a taste of the world's favorite caffeinated flavors with a test of Pepsi Kona in 1996.



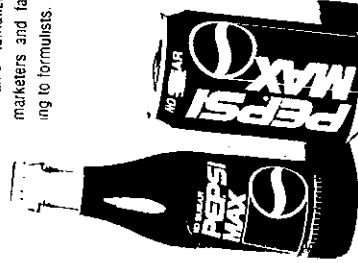
**I**n 1991, Pepsi flavored its cola and tested three flavors: Raging Razzeberry, Strawberry Burst and Tropical Chili. The "Wild Bunch" experiment was short-lived, and Wild Cherry Pepsi remained on top of Pepsi's fruity cola agenda.



**E**ven cola drinkers want to slow down sometimes. Thus was born Pepsi Free, one of the most successful soft drink launches of the early '80s. Moviegoers howled when Michael J. Fox went *Back to the Future* and asked for a Pepsi Free in the diner scene. The '50s countermander demanded money upfront. The concept was eventually brought under the brand Pepsi umbrella as Caffeine Free Pepsi and Diet Pepsi.



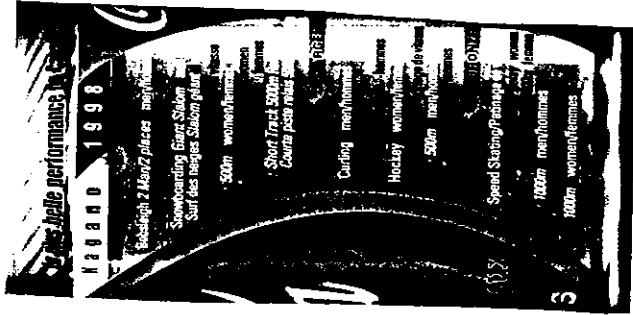
**D**iet? Regular? Both? Pepsi line extensions attempted the magic mix twice. First with "lemony light" Pepsi Light in the '70s and then with Pepsi XL, tested in 1995. It's one of those ideas that remains tantalizing to marketers and fascinating to formulators.



**D**iets hit it big in the US in the '80s, but the local ethnic didn't necessarily translate abroad, particularly with men. The answer in the '90s was Pepsi Max, a more masculine take on the "lite" segment.

(Beverage World)

# Nagano Olympic cans...

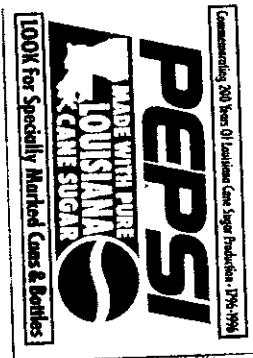


Coke has released two different cans for the 1998 Nagano Winter Olympics. (Grant Solar)

Help!!! Please send in cans, photos or photocopies of new cans to put in the newsletter. Your help will be appreciated by everyone in the NPCC. Thanks!!!

## NEW CANS OUT.....

- Pepsi Broward County Fair 1998 (FL, USA) (Maryland Ousely)
- Pepsi Swap Shop (old & new design can) 1998 (FL, USA) (Maryland Ousely/Joel Allen)
- Mountain Dew Packers NFC Champs 1998 (WI, USA) (Maryland Ousely)
- Pepsi Lion County Safari 1998 (FL, USA) (Joel Allen)
- Pepsi Univ. of Michigan Football Champs 1998 (MI, USA) (Joel Allen)
- Mountain Dew Slam Tilt and Win Game 1998 (ID, USA) (Joel Allen)



From 1996?? Anyone have a photo of this can for the newsletter?

## UN-heard of



Who ever heard of a talking soft drink? Nobody. Until 1968.

Then along came The Uncola™ with an exciting, articulate-changing concept in soft drink advertising... called talking. And talk it did. Soon words like "...fresh, clean taste...no aftertaste...prettier than a cola...everything a cola has and more besides..." established "7UP®, The Uncola" as the most recognized slogan in the soft drink world. And that's something to talk about.

YEAS GO

(Beverage World)

## Death of Pencer presents questions for Cott's future

Gerry Pencer, CEO/Chairman of Cott Corporation, passed away on February 3. A victim of brain cancer, he was 52. Pencer's death leaves many unanswered questions regarding the company he helped build.

In his eight-year tenure at Cott's helm, Pencer led the company's growth from a small-time soft drink bottler with annual sales of \$25 million into an international powerhouse of private label production with annual sales in the \$1.4 billion range. Today, Cott ranks as the fourth-largest parent company among US carbonated soft drink marketers, holding a 2.8-percent market share through 1997, according to New York-based Beverage Marketing Corporation, trailing only Coca-Cola, PepsiCo and Dr. Pepper/Seven Up.

In many ways, Cott was able to build up its private label business by subscribing to Pencer's unique industry vision. "You need focus to run a business," he told *Beverage World* in 1995 during an unpublished interview. "Generally, the private label business is cheap and nasty. We believe that there is very little difference in the cost of putting out the finest product we can and putting out a very mediocre one. In this situation, we choose quality."

Yet, this way of doing business within the soft drink world did draw some criticism, particularly from the long-established franchise companies themselves. In his keynote address before the InterBev94 show in Atlanta, The Coca-Cola Company's Doug Weister compared Cott's business practices to that of a parasite in his now infamous "Wolves, Sheep and Parasites" speech—taking money from the soft drink industry without giving anything back.

However, Pencer fought back against this characterization in his 1995 interview with *Beverage World*. "People who only focus on the price difference between Coke and private label are not focusing on the real picture," he said. "The real picture—and value Cott brings to the equation—is in category profitability. Before Cott, retailers could not make money selling soft drinks. Retailers today will tell you when they have Cott's private label program, they make more money from it than selling Coke and Pepsi. The day that competition like ours ceases to exist is the day you are going to see case prices \$2 to \$3 higher."

Yet Cott's success at drawing attention to itself proved to be a double-edged sword. Invigorated by a challenge from private label, both Coke and Pepsi instigated a disconcerting war of their own in the US and Canada—Cott's two strongest markets. Before long, the impressive profit margins Cott had managed in the mid-1990s were drying up.

Coupled with this was the June 1997 announcement that Pencer had been diagnosed with a brain tumor. Several weeks later, Cott appointed an executive management committee headed by former Dr. Pepper president True Knowles to oversee company operations while Pencer underwent cancer therapy. As *Beverage World* contributing research editor and Beverage Marketing chairman Michael Bellas points out, the timing of these two events couldn't have been worse for Cott's bottom line.

"Gerry was very much the driving force within the Cott organization, and the major reason it was able to capture as much of the market as it did," says Bellas. "His illness kept the company from really responding to the profit-margin pressure it was under."

Sorely missing Pencer's visionary leadership, Cott hired the investment firm of Morgan Stanley in October to explore the possibility of selling the company. "Gerry's death leaves more than just a little uncertainty where Cott as a company goes from here," says Bellas.

At the present time, industry speculation is that there are only a handful of suitors that might be interested in Cott. These include the investment firms of Kohlberg Kravis Roberts and Thomas Lee, as well as soft drink franchisors National Beverage Corporation and Trarc, the owners of Royal Crown.

Still, says Bellas, it is unlikely that a swift Cott sale will occur in the very near future. "There are many, many issues, including financial, that would have to be worked out before anyone could buy Cott," he says. "Besides, the company may not want to take such a drastic step so soon after Gerry has died. On the plus side, however, True Knowles is an established soft drink industry veteran who will help bring some much needed stability to all the uncertainty that has surrounded Cott the last year or so. But ultimately, it's anybody's guess where things go from here."

(Beverage World)



Pencer: "We choose quality."

The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

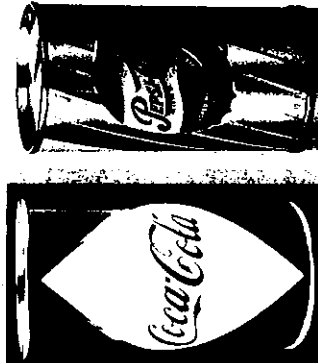
The classified ads are FREE!!!! Send in an ad today!! It's a great way to move some of your traders and add several new cans to your collection!

along with the "gulp size" of the cups. They deal with national accounts for all those retailers' non-alcoholic needs.

When New Age posed a threat to carbonated tastes, Coke and Pepsi did the sensible thing: they took it over, and in several segments (like Pepsi with Lip-ton Brisk) turned it into an honorary soft drink segment. "A case," says one satisfied Pepsi border, "is a case." Back in carbonation, they knocked A&W and Dad's out of the root beer leader-

ship spots by buying Barq's (Coke) and answering with Mug (Pepsi). In that segment alone, Bellas says, "they can exploit the opportunities more quickly."

When they set their minds and their money to it, these Coke and Pepsi outfits know how to make a few things happen. "Net-net," Bellas calculates, "if the top two increase the intensity, it impacts the whole marketplace."



As with the introduction of the soft drink can, Coke and Pepsi are marketing and distributing today's packaging innovations into mass acceptance.

incorporated "Be Free" into its new "Drink RC" campaign. ("It's an emotional issue," Bellas says.) But for the last few years, the top bottlers of Coke and Pepsi have felt free to crowd other franchisors' brands off their respective rigs. It's no wonder Cadbury Schweppes pulled the trigger on buying its own borders in early '98.

Replacing the other people's brands, often enough, are not just Coke and Pepsi brands, but new Coke and Pepsi brands. Surge, Coca-Cola's heavy-citrus freshman, debuted with a 0.7-percent share of the market. Only Coke can do something like that—introduce it, support it, distribute it, sell it. Pepsi can come close. Anybody else?

"Little companies can influence the industry's growth if they hit on something new or something hot," Bellas says. "But Coke and Pepsi tend to spend more. They tend to execute and have low-cost dynamics. Then you have firepower increasing. I don't think little companies can increase firepower."

That also means the odd innovation becomes an overriding trend only if it's implemented by those titans of industry. Proprietary packaging and meaningful multipacks are surely two of the reasons soft drinks have grown as they have since 1993. But whose contours and whose Cubes? The ones who have "huge machines marketing and distributing them," says Bellas. Coke and Pepsi, again. They fill the visit-coolers and the vendors. They up the ante at fountain

Bellas believes even if pricing and other factors aren't as "perfect" in '98 as they were in '97, there's still some growth to be had for everybody. If small companies have a point of difference "and, within their area of the world, if they promote it properly and support it, they will be able to grow, because the category is big."

But who makes it extra large? New products become big products because of them. The truth is, New Age as a whole is bigger right now because of Coke and Pepsi. Root beer is bigger right now because of them. This is to say nothing of "old" beverages like Mountain Dew and Sprite, which Pepsi and Coke, respectively, keep lighting fires under without severely impacting their core cola volumes.

They seem to be the best reason a "mature" industry (old enough to qualify for social security twice) is so vital, scoring annual gains for which the members of a much younger trade might swap their collective soul.

If volume vrooms almost entirely because of what Coke and Pepsi do, it's worth noting they don't control every element that contributes to soft drink sales. One West Coast big-cola bottler laments, "When it's 45 degrees and raining two inches a day, it's real tough to get people to go outside, and that's one of the things a soft drink needs."

Lesson learned? Even the behemoths of bubbles get rained on sometimes. **BW**

(Beverage World)

## Pepsi Launches New Lemon-Lime Storm In Denver, Colorado Springs and Pueblo; New Soft Drink Offers Refreshing Lemon-Lime Alternative To Colorado Consumers

DENVER, PRNewswire/ -- Pepsi-Cola Company today announced that Storm -- its new lemon-lime soft drink -- will begin hitting store shelves next week in a three-market test covering Denver, Colorado Springs and Pueblo. Including caffeine and other natural flavors, Storm will be available virtually anywhere consumers typically purchase soft drinks... supermarkets, mass merchandisers, convenience stores, restaurants and vending machines.

"Storm offers consumers exactly what they are looking for in a lemon-lime soft drink... a great tasting, refreshing beverage with much more drinkability than whats currently on the market," says Dawn Hindson, Senior Vice President of New Products for Pepsi-Cola Company.

Storm is available in 16-, 20-ounce and two-liter plastic bottles, as well as 12-ounce aluminum cans. Storm also can be purchased in six- and 12-packs.

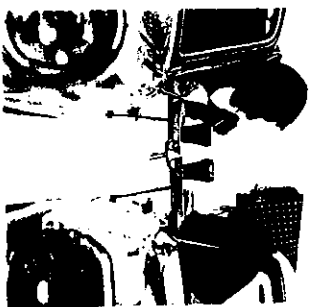
According to the recent Maxwell Beverage Report, the lemon-lime category is the second largest soft drink segment with total 1997 US retail sales of \$5.8 billion, and is one of the fastest growing categories in the soft drink arena.

Pepsi is supporting the Storm test with an aggressive marketing and advertising campaign that will include print advertising, point-of-purchase merchandise distribution and numerous sampling efforts. A television campaign will hit the test markets airwaves in mid-April.

"Our mission is to connect with consumers wherever and whenever they are in need of a cold beverage," says Hudson. "Consumers want something more than what's currently out there in the lemon-lime category... and Storm is it." Pepsi-Cola Company is a division of PepsiCo, Inc. and is based in Somers, NY. SOURCE Pepsi-Cola Company

\*\*\*\*\*  
 Have you placed a classified ad recently? Send one in today and start adding cans to your collection!! The ads are free so what have you got to lose?  
 \*\*\*\*\*

The '90s soft drink market had a demographic earthquake on its side. There is nothing of that magnitude driving growth today.



Introducing  
 the new  
 COKE

plement beginning on page 37, the United States carbonated soft drink market grew by 3.3 percent last year, according to New York-based Beverage Marketing Corporation. In 1996, it grew by 3.2 percent, following a spurt of 3.6 percent in 1995 and a gain of 4.3 percent in 1994. That's four straight years of increases better than 3 percent.

Soft drinks were invented... what, maybe 10 years ago? If so, these are pretty nice hikes.

But soft drinks were not invented in 1988. In fact, it looked like they peaked once and for all in the early '90s when incremental expansion was eked out in the 1- to 2-percent range and non-traditional non-cars were said to be the coming rage. That's what makes the four-year growth binge all that more impressive.

"When you're building on such a high base, that's outstanding growth," affirms *Beverage World* contributing research editor Michael Bellas, chairman of Beverage Marketing Corporation.

No, soda pop, the off-cast beverage of the Soda Pop Bar & Grill, was created a long, long time ago, but its status, relevance and position has been reinvented plenty along the way.

Like, say, 33 years ago, when youth marketing unwrapped new volume

possibilities.

Like 53 years ago, when one of the lasting legacies of a terrible war was the inexorable expansion of the American soft drink abroad.

Like 93 years ago, when the cola beverage and its carbonated cousins began to spread across their native land with effervescent efficacy.

And one year ago, when gallons consumed hit an all-time peak of nearly 14.7 billion... when per capita consumption in the United States neared 55 gallons for the first time... when industry growth hummed as if plugged into a magic generator... it felt like soft drinks were reinvented.

Why is that? The population grows, but not that much. Even with an uptick in guzzled-minded teens, it doesn't increase at a pace that demands 3- to 4-percent annual volume bumps. It's closer to 1 percent annually. And excepting for some tows who are weaning away from mother's milk, who hasn't tried a soft drink yet? This is not, taken as a whole, what you'd call a discovery category. Pricing may be low, but it's not that

Soft drinks were invented a long time ago, but two competitors in particular seem to have reinvented the ratio by which category volume increases.

low, contrary to how some of their competitors might term it ("competitive", "aggressive", "predatory"). Coke and Pepsi are not giving away their goods.

When the big climate concern was more Greenhouse Effect than El Nino, weather worked in favor of soft drink consumption. But HOW HOT WAS IT over the last four years? Not that hot.

But '97 was warm and fuzzy for what was cold and refreshing. Bellas offers some pretty good reasons for the temperate times. "It was almost a perfect year," he says. "Good economy, good weather, highly competitive pricing, good marketing support and field execution."

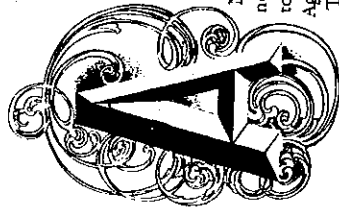
Low ingredient and packaging costs allowed for the low sell-through, according to Bellas. "Because of the pricing environment, those companies that were well-managed and could leverage product portfolios at the border level, were the ones that did the best." Coca-Cola Enterprises comes immediately to his mind, but this could also be applied to Pepsi's company-owned bottling operations. Economies of scale weigh heavily in the equation, and those franchisors can unleash them.

It's Coke and Pepsi, then, who are most capable of thrusing the industry forward. Dr Pepper/Seven Up talks about "freedom of choice" on the supermarket shelves. Royal Crown has





# THESE are the good old days



At the Soda Pop Bar & Grill, they serve only soft drinks. That's it. No beer, no wine, none of those touchy-feely New Age beverages. They'll serve anyone, but they don't serve crabs.

It's quite a place, this Soda Pop Bar & Grill. You can get in any soft drink you like and you can have it in any receptacle you choose. Want a glass filled from the fountain (so many spigots)? A can from the vending machine (so many buttons)? By the bottle or by the case, regular or diet, all hyped up or sans caffeine, in dozens of flavors, it's all available. A lot of brands are on hand. Some producers would argue other brands—their brands—should get better play, but there's a quality assortment.

This place is mostly about beverages, but it has amenities. Besides sparkling-clean and fully functioning facilities (the customers do a lot of drinking), there's a really nice CD

jukebox. Among the lyrics you hear most often:

- "These are days you'll remember" by 10,000 Miami-acs.
- "These are better days" by Bruce Springsteen.
- "These are the good old days" by Carly Simon.

These are very optimistic sentiments, reflective of the business this place does. But you already knew all about that. Didn't you?

What, you've never been? Maybe because, as a wise man who drank a lot of Yoo-hoo once said, it's too crowded. Nobody goes there anymore.

Put another way, the place is packed day and night. Is it any wonder nobody can ever get in?

Perhaps you've passed by the Soda Pop Bar & Grill and didn't notice the hustle and the bustle because it's easy to miss. It's always been there and it's always done well. It just so happens the soft drink business has never been as explosive as it is right now.

Consider this very apt description:

**Right here, right now, soft drinks are posting historic growth numbers.**

**BY GREG W. PRINCE**

"As by-products of the severe competition between Pepsi and Coke, new merchandising devices, new promotion methods, new packages, new vending machines, new trucks, new selling approaches, etc., have been continuously developed. As a result, more people are consuming more bottles of cola drinks, as well as other flavors. Sales of Pepsi, Coke and the soft drink industry as a whole have been constantly increasing."

That describes today's soft drink situation to a tee. The fact that it was written in 1965 doesn't make it any less relevant.

Wait a second...1965??? Is the industry as hot today as it was 33 years ago? How about 53 years? Ninety-three years, to be arbitrary?

In this, the American soft drink century, are the final few years truly the best of times? When you look at the sales trends of the 1990s, these are the good old days. You want facts? Let the river run...

As you will read in the Top 10 sup-

**PAGE 10**

**TOP ROW**

- Pepsi Whitetail 1998 (PA, USA)
- Pepsi Pittsburgh Zoo 100 Years 1998 (PA, USA)
- Mountain Dew Mountain High Resort 1998 (CA, USA)

**BOTTOM ROW**

- Mountain Dew Peoria March Madness 1998 (IL, USA)
- Mountain Dew Snow Valley 1997 (CA, USA)
- Mountain Dew Amtrak to Vermont 1998 (PA, USA)
- Diet Mountain Dew Florida Strawberry Festival 1998 (FL, USA)  
(Cans on page 10 by Joe Allen)

**PAGE 11**

**TOP ROW**

- Minute Main orange (236ml) 1998 (USA)
- RC Cola (236ml) Freedom... 1998 (USA)
- Sunkist Orange (236ml) Get your sun... 1998 (USA)
- Welch's Strawberry (236ml) (USA)

**MIDDLE ROW**

- Wonder Kola 1997 (Puerto Rico)
- Malta India (296ml) 1997 (Puerto Rico)
- Teem 1997 (Puerto Rico)
- Coke Santa can 1997 (Germany)

**BOTTOM ROW**

- Sunkist Official soft drink of the AVP 1998 (USA)
- Tree Top fruit punch 1998 (USA)
- Coke Santa can 1997 (U.K.)
- Diet Coke Celine Dion (part of 6 can Grammys set) 1998 (USA)  
(Cans on page 11 by Bill Swanson)

\*\*\*\*\*

*Have you added cans to your collection recently? Answer one or more ads in the back of the newsletter and start trading today!!*

\*\*\*\*\*

CAN-O-GRAM

CAN-O-GRAM


*Low This Can!*



**WHITETAIL**  
Rocky Close Closes Closer

Save \$25  
When You Learn To  
Ski or Snowboard  
at Whitetail.

Now for only \$99.99, you'll receive 120 hours of instruction and a lift ticket at our Whitetail Ski & Snowboard Academy. Includes gear to rent, and equipment and lift ticket. Program runs 8 weeks, 2 hours per week. Call today to reserve your spot. Call 717-252-8400 or visit us online at www.whitetail.com. Book by 1/15/04. Offer good at participating resorts only.



**100 YEARS WILD**

GET \$200 OFF  
200 Years Wild  
200 GREAT TALKS ON...

**\$7 OFF** Admission to  
Ticket Museum

**ADULT  
EXTENDED DAY  
LIFT TICKET**  
Quiet 5-14 hours for \$350

888-754-7878  
www.mtnhigh.com

**MOUNTAIN HIGH  
RESORT**  
Mt. St. Helens Open Creek, Emerald  
Lake, Mt. St. Helens, Mt. Hood  
Timberline, Summit Point, Steel  
Head, Mt. Hood Meadows

**THE GREAT ESCAPE**  
WILD  
Ski & Snowboard Academy

**Save \$25**  
When You Learn To  
Ski or Snowboard  
at Whitetail.

**100 Years Wild**  
200 Years Wild  
200 Great Talks on...

**SAVE \$1.00**

Be a student to the Florida  
Student's Festivals in  
**PEBS DAY, Friday  
February 27, 1994**  
in Peabody City.

Just bring this can and one  
\$1 off regular admission is  
the price. Limit one can per  
person. Offer not valid with any  
other discounts.

**Florida  
Student's  
Festival**

**Sunkist**

**Wander  
Kola**

COLA

100% GUARANTEED  
100% NATURAL  
100% SWEET

**Sunny  
Delight**

100% GUARANTEED  
100% NATURAL  
100% SWEET

**TRE TOP**  
Fruit  
Punch

100% GUARANTEED  
100% NATURAL  
100% SWEET

**MALTA**

100% GUARANTEED  
100% NATURAL  
100% SWEET

**RE**  
ROYAL CROWN

100% GUARANTEED  
100% NATURAL  
100% SWEET

**Beer  
Orchard**

100% GUARANTEED  
100% NATURAL  
100% SWEET

**TEEM**

100% GUARANTEED  
100% NATURAL  
100% SWEET

**Sunkist**

**Calder  
Liquor**

100% GUARANTEED  
100% NATURAL  
100% SWEET

**Polter  
der  
Bier  
Brauerei**

100% GUARANTEED  
100% NATURAL  
100% SWEET

**Welch's**