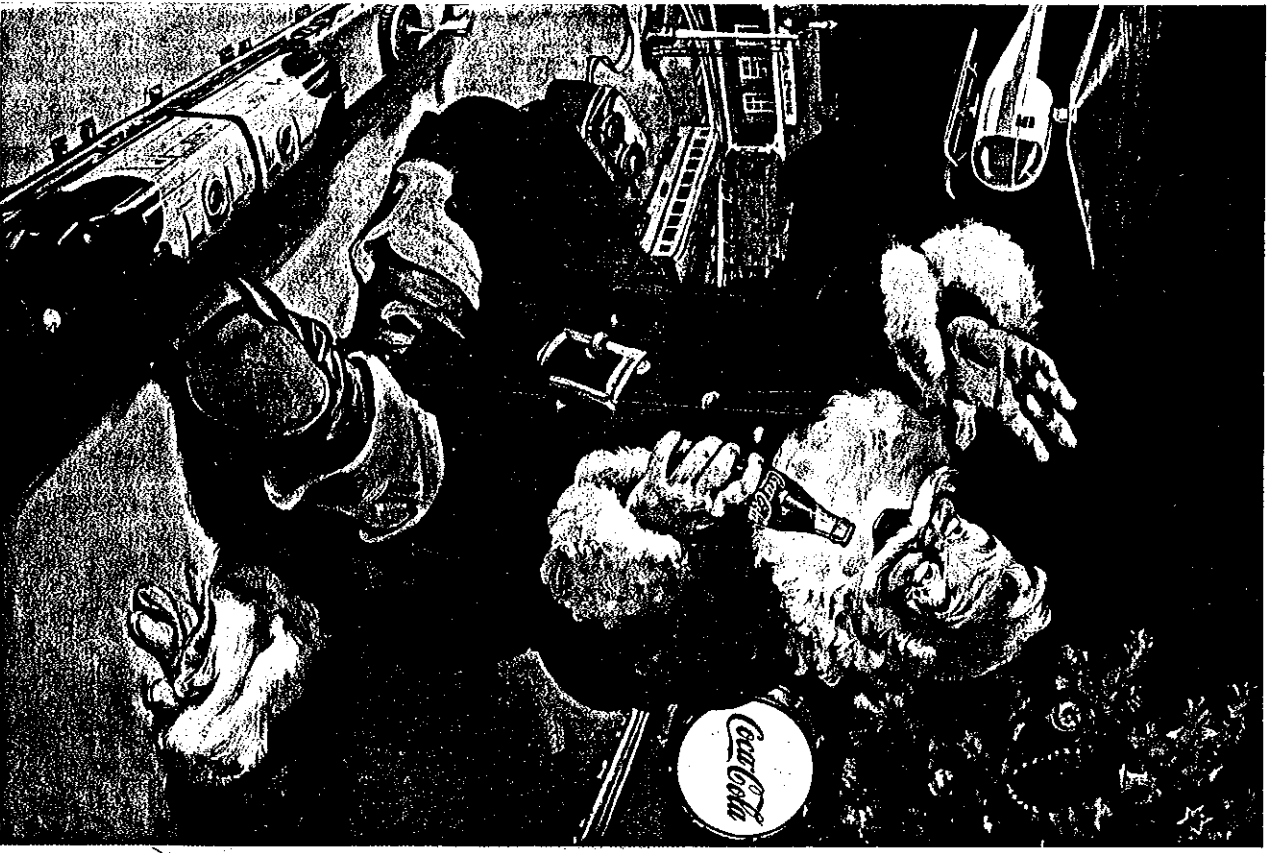
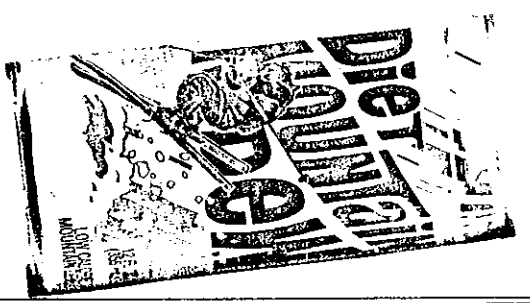
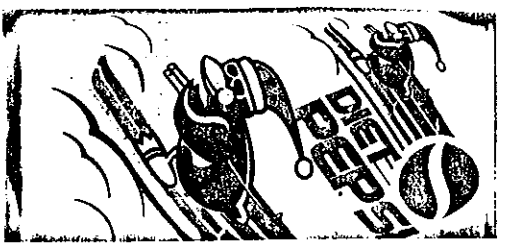
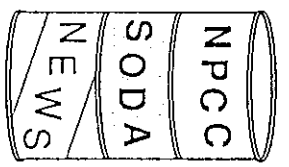


NPCC

CAN - O - GRAM

NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP



Advertisement from 1962, United States

Date: DECEMBER 1994

Volume: 22

Issue: 4

E V E N T S C A L E N D A R

January 26-28, 1995 (Thursday-Saturday)
 CANTON SUPER BOWL KICKOFF IV
 Sheraton Inn at Belden Village
 Canton, Ohio

 Sharon Shanholtzer 216-875-1570

February 9-11, 1995 (Thursday-Saturday)
 TEX-FEST
 Lone Star Chapter of the CCCC
 Clarion Hotel
 1981 N Central, I-75 & Campbell Rd
 Richardson, Texas

 Lone Star Chapter, 214-475-7428

February 10-12, 1995 (Friday-Sunday)
 THE GREAT GET-TOGETHER
 District 5 of the CCCC
 Union Plaza Hotel
 Las Vegas, Nevada

 Sally Vandivort, 310-867-2085

February 23-25, 1995 (Thursday-Saturday)
 OHIO WINTERFEST
 Buckeye Chapter of the CCCC
 Holiday Inn
 4645 E Pike, I-70 @ Exit 160
 Zanesville, Ohio

 March 23-25, 1995 (Thursday-Saturday)
 PEPSI-FEST '95
 Pepsi-Cola Collectors Club
 Ramada Indianapolis Airport
 2500 S High School Rd
 Indianapolis, Indiana

 Bob or Sheri Stoddard, 909-593-9701

March 24-25, 1995 (Friday-Saturday)
 INDY BEER, SODA & BREWERIANA SHOW
 Indiana State Fairgrounds/Natural Resources Bldg
 Indianapolis, Indiana
 Carol Rettig, 317-885-1250

Advertising

Advertising

Advertising

FOR SALE: 24 good commemorative/offer Coca-Cola cans for only \$20 (U.S.)!! Offer includes postage (surface) to all countries!!! Have to sell a lot because I'm getting to many traders. Most cans will be Coke/Diet Coke from Europe. Write today! Ed Hallewas, Bloemkewersstraat 90C, 3014 PG Rotterdam The Netherlands

FOR TRADE: Have many New York & Philly Coke & Pepsi commemoratives to trade for other Coke/Pepsi cans that appear in the Can-0-Gram. Will trade single or 6-pack quantities. I'm looking for trade partners from all over the world. I collect Coke, Pepsi, Fanta & Sprite cans. Need many World Cup sets, Fanta Sonic the Hedgehog & Aladdin sets, many more. Send your lists. Barry Skokowski, 7 Sprague Turn, Trenton NJ 08610 USA

WANTED: Trading partners from all over the world. Have a newly updated Coca-Cola can trade list with hundreds of Coke cans to trade. Rich Simmons, 1211 Travis View Ct., Gaithersburg MD 20879 USA. Ph. (301) 417-7129 or FAX (301) 601-9322

FOR SALE: 70's & 80's Coke Denver Rockies Hockey, Wyoming commemorative. Canada Dry NFL Football helmets, Phillies baseball. Pepsi Denver Nuggets, Lionel Richie, offer/commemorative. Orange Crush Denver Broncos. RC Cola baseball, west pro football, Indy cars. Send want list. Bill Besfer, 2614 Danbury, Longmont CO 80503 USA

FOR SALE: Have large selection of Coke/Pepsi commemorative/offer cans for \$1 each plus postage. Write today, all answered. Barry Skokowski, 7 Sprague Turn Trenton NJ 08610 USA

1994 FLAT TOP COKE CAN...

The "Albert Heijn" supermarkets in The Netherlands has a special offer. You receive a commemorative Coke can with the purchase of three bottles of Coke. There are two different cans, one with a polar bear on skies and another can with a polar bear skating. Both cans have a special top so it can be used as a money-box, it can only be opened with a can opener.

(Vincent Molenaar)

FLINTSTONES...

Sweden has a seven can Flintstones set. The cans are not on Coke or Pepsi, but on Flintstone's own label.

(Joe Morales)

THAILAND COKE CAN...

There is a Coke can in Thailand with a clown face on the side of the can. I was watching a news story when I got a short glimpse of the can so I'm not sure if it is a single can or if it belongs to a set (???)

(Bill Swanson)

Advertising

Advertising

Advertising

All members are entitled to one free 50 word "FOR SALE/TRADE" ad per issue along with a free 50 word "WANTED" ad per issue. Only pop/soda cans, sodabills items, non-carbonated and juice beverages will be accepted. No add will appear for more than three consecutive issues. Non-member ads will be accepted on a case by case basis upon the review and approval of the Director of the NPCC, when space is available. Display ads are available at \$5 for a quarter page, \$9 half page and \$15 full page. Display ads must conform to an 8 1/2 x 11 inch sheet of paper to be properly reduced to fit the newsletter.

Newsletter Submissions;

Rich Simmona
1211 Travia View Ct.
Gaithersburg MD 20879 USA

E V E N T S C A L E N D A R

April 12-15, 1995 (Wednesday-Saturday)
SPRINGTIME IN ATLANTA
Atlanta Chapter of the CCCC
Holiday Inn, Crown Plaza
Atlanta, Georgia
Alice Fisher, 404-634-3552
May 18-20, 1995 (Thursday-Saturday)
SMOKYFEST

Days Inn, Glenstone
Gatlinburg, Tennessee
May 18-20, 1995 (Thursday-Saturday)
BADGER SPRING PAUSE
Badger Chapter of the CCCC
Holiday Inn

Wisconsin Dells, Wisconsin
June 4, 1995 (Sunday)
NPCC's ALMOST SUMMER TRADE SESSION
any member interested in hosting
this trade session?
Contact:

Tom Kirschbaum, 815-227-5315
July 19-22, 1995 (Wednesday-Saturday)
21st ANNUAL CONVENTION
COCA-COLA COLLECTORS CLUB
Hyatt Regency
Kansas City, Missouri



Good Wishes For The New Year

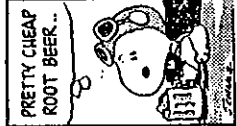
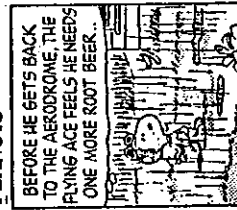
East Coast Trade Show

The third annual East Coast Trade Show was held October 23rd in Morristown New Jersey and all who attended had a great time. The strength of the show is the members who have attended previous East Coast shows. These trade show veterans always bring great cans. Many thanks to Jim Minter, Jerry Mutoris, Bud Frank, Mark Swartz, John Ahrens, Barry Skokowski, Rich Simmons and Benny (I forgot your last name). A great surprise this year was the number of new faces we saw at the show. Alan Paschedag brought some great cans and we traded a couple of cases. He traded so many cans that he had to go home and bring some more (no kidding!). Frank Heller made the trip from the midwest and he traded with everybody, including a beautiful 14 can Belgian soccer set with me. Jeff Hohman showed up and he is just getting back into collecting. He needed everything! He bought 8 cases of cans from me and I know he visited everybody else before leaving with an empty wallet.

A final word of thanks goes to Jay Pertingen who made sure the soda can collectors had their tables and as always was helpful in getting us ready for the show.

Bob Luciano

PEANUTS



(Geff Moore)

Quality control: B+

Just the fact that they produce their concentrates out of St. Louis gives me a good feeling about Seven-Up's quality-control standards. It's a state-of-the-art facility, and [senior vice president of operations] Charlie Grier is a state-of-the-art technologist.

"Their quality is just fine, as far as I'm concerned. I can't knock Seven-Up in this area."

"As shocking as this may sound, there actually was one time when we had to return some 7UP concentrate to the company because its quality wasn't up to what we were used to. That was pretty unusual, to say the least. Seven-Up's consistently high product standards are something we've come to expect—and usually get."

Advisory services: B

"They're head and shoulders above the rest in this area. When it comes to really working with the bottlers—rather than just dictating to them—companies like Coca-Cola could learn a thing or two from Seven-Up, if they wanted to."

"I like my Seven-Up field guys. They're always accessible and they really try to help you without bothering—or boring—you."

"Seven-Up gives us whatever advice they can, but I really don't lean on them that much for advisory services. That's something I think is best left up to the bottler."

Packaging innovation: C+

"Seven-Up just seems to be more of a follower than a leader when it comes to soft drink packaging innovation. I don't think that's necessarily a bad thing, however, when you consider who they are and some of the other things that they do very well."

"No, this really isn't a strong suit for Seven-Up. They're forced to spend most of their time, effort and money just trying to compete with the bigger companies in the marketplace. So they really don't have the time to be that innovative with their packaging."

"I mean, look at the major investment that Coke is putting behind its contour bottle. It's clear that nostalgia-

type packaging is going to play an increasingly large role in terms of product differentiation for the balance of the '90s. Yet Seven-Up has had zero response to this type of creative, nostalgic packaging. They've certainly got the brand heritage, but they just don't seem to have an eye for it."



Having endured the peaks and valleys of oftentimes exasperating regimes, longtime Seven-Up bottlers agree that chairman John Albers (bottom), Uncola head Fran Mullin and company have been "an absolute breath of fresh air."

New products: C+

"They haven't been very aggressive in terms of new-product development lately. Of course, after the 7UP Gold fiasco, who can blame them?"

"Seven-Up doesn't deserve a good grade from me on new products. It's painfully obvious that 7UP Gold never caught on, but I think that they abandoned Cherry 7UP too soon. Sure, they still have Cherry out there, but it definitely could use some more support. And while they're at it, another reformulation or repositioning of Diet 7UP wouldn't hurt, either. It just seems that—no matter what they do for that brand—it won't sell."

"I can't remember a new product from Seven-Up since 7UP Gold. I wouldn't even

know where to rate them."

"Well, they've finally got their tea, which doesn't affect me, because I've already got mine. The Twinnings alignment just seems to be too little too late."

"I think they're just about to do something in the New Age area. It's supposed to have something to do with 'clean and crisp' taste characteristics. Come to think of it, that sounds a lot like 7UP. Now there's a clear beverage that's worked."

Consumer advertising: B-

"Enough already with Spot. He—it?—just doesn't cut it—not in my market, anyway. The marketing guys can talk until they're blue in the face about advertising recall and how much Spot means to kids. I think they need to find some more image-oriented creative. Even the 'Isn't It Cool in Pink' ad campaign for Cherry 7UP was better than this. Anything but Spot, please!"

"I happen to like the current batch of ads for brand 7UP. I know that some of my fellow bottlers aren't exactly thrilled with Spot, but I think he works well in terms of generating recall for the brand. Some might say we're aiming too low, but the kids certainly seem to love Spot."

"I like Spot—really, I do. But it is making maybe too much of that precious little character. I don't think the company has found a reason why people should actually drink the product."

Concentrate pricing: C

"Hey, nobody likes to hear about concentrate-price increases, but I'd give Seven-Up a decent grade on this one, and I'll tell you why."

The company recently announced that was raising the price of its concentrate to bottlers and, naturally, we all screamed about it. But (Seven-Up president and COO) Fran Mullin agreed to review the situation, and decided to reverse the increase for a while. He put together a sales-incentive package that gave us the opportunity to earn back the increase. In my mind, that's fairness in concentrate pricing."

"Sure, the company recently rolled back one increase, but that only saves money for the largest bottlers. Little guys like us are still going to be taken to the cleaners to pay for it. Seven-Up isn't fair with its concentrate prices, but who is? BW

(Beverage World)

It may be too much to expect the Uncola to return to its halcyon days, but most bottlers give Seven-Up comparatively high marks for understanding. Previous management never got it, never will.

What bottlers think of Seven-Up

BeverageWorld REPORT CARD

Subject Area	SEVEN-UP	Grade
Accessibility to executives	B+	B+
Concern with or commitment to bottler needs	B	B
Responsiveness to emergency requests	B+	B+
Quality control standards	B+	B+
Advisory services	B	B
Packaging innovation	C+	C+
New product introductions	C+	C+
Consumer advertising	B-	B-
Concentrate pricing	C	C
Cumulative Grade		B

Accessibility: B+
Seven-Up president and chief operating officer Fran Mullin and his management team have been an absolute breath of fresh air. They always seem to be there for us and, more importantly, than just being there, what they have to say usually makes pretty good business sense. That's not something that we take for granted.

"I can find them all right, and that's enough for me. I try not to call them for just the heck of it—I'm too busy for idle chatter and so are they. But when I do call, they're there, ready and willing to answer my questions. If not, they tend to get back to me pretty quickly."

"Our conversations aren't always all sweetness and light, but that's the nature of this particular beast. Sometimes a little tension is a good thing. We do our part to keep them honest, and they certainly do theirs. What matters most is that we keep talking."

"Unlike some other franchise companies, which tend to take their sweet time in getting back to us, we typically hear back from the folks at Seven-Up in no more than an hour. We like that."

"Seven-Up's management people are the easiest to reach in the industry—by far. The Seven-Up guys just seem to like their bottlers more than most other parent-company executives. It may be a necessity for them, but they're definitely more bottler-oriented than the other franchise companies out there."

"Their accessibility isn't as much of an issue as the support—or lack of it—that

on the other hand, makes us feel wanted and needed."

"Yes, I realize that they're part of the same publicly traded company, but I think that Seven-Up is far more flexible—and, therefore, more committed, as far as I'm concerned—than Dr Pepper, which seems to have a totally different set of rules. I also realize that Dr Pepper is essentially the only game in town—or in its category, anyway. So Seven-Up has to be more flexible."

"Seven-Up sets high marks from me for caring. To paraphrase Rhett Butler from 'Gone With the Wind,' I really feel they give a damn what happens to me."

Emergency requests: B+
"There's no question in my mind that Seven-Up is one of the best companies in the business when it comes to dealing with emergencies. They seem to be very much on top of the business of crisis management."

"Based on my experience with other companies, Seven-Up seems to handle emergencies very capably. I always thank the Lord that we haven't had a serious problem in our business, but I've heard from other bottlers how well Seven-Up deals with market crises when and if they occur. I'd prefer to take their word for it."

How plastic

PepsiCo Inc. will increase its use of plastic soft-drink bottles in the United States to combat the rising cost of aluminum cans posed by higher commodity prices.

PepsiCo expects to sell its brand-name drinks in 2.5 billion to 3 billion more plastic bottles in 1995 than this year, when it expects to sell about 5 billion bottles, company spokeswoman Amy Sherwood said.

The news from Pepsi came just days after Coca-Cola said high aluminum prices were forcing it to shift to steel cans in some European countries. Coke said it could extend the move to the rest of the continent and the Asia Pacific region.

Coke polar bear

The computer-generated Coca-Cola polar bear, which won the affection of consumers, returns to television for the holiday season, this time with his two cubs in tow.

Coke said the bear's twin cubs will make their TV debut Sunday during "The Simpsons" holiday special, which airs at 7 p.m. on WFTC, Ch. 29.

The 30-second spot, developed by Hollywood's Creative Artists Agency, is the latest installment of the soft-drink giant's "Always Coca-Cola" ad campaign.

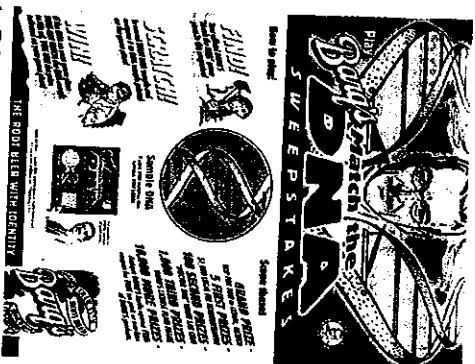
(Minneapolis Star Tribune)

Barq's Scratches For DNA Evidence

Leave it to Barq's, pushing root beer marketer has introduced a new promotion: Barq's Match the DNA Sweepstakes.

Inspired by the relentless coverage of the O. J. Simpson murder case, which may hinge on genetic sampling, Barq's is placing a DNA game card in issues of *Spy* and *Inside Edge*.

Consumers win if the DNA samples on their cards don't match. Prizes range



from Barq's product and bottle-openers to "an authentic Dr. DNA white lab coat" and a "Get Out of the Country" grand prize trip to Mexico.

Rick Hill, Barq's marketing mastermind, says the contest "capitalizes on the unparalleled worldwide interest in the critical importance of DNA

research." He adds Barq's testing "doesn't even require a hair sample or a peek in your genes."

(Beverage World)

Chronology of Can Containers for Coca-Cola

1940 1976

Attempts to design a can for Coca-Cola originated in 1940 but with the onset of the War, and because of a resulting shortage of materials and the introduction of War Controls, all testing was discontinued. The Archives has on display examples of the cone-style can for Coca-Cola developed in pre-War testing.

After the War, studies were made for cans with a satisfactory liner to contain the product Coca-Cola. It was during the early 1950's that The Coca-Cola Company developed a can satisfactory for use in the distribution of only Coca-Cola in the Pacific for the Armed Forces of the United States. No canned Coca-Cola was made available to any civilian population at that time.

In 1959, 12-ounce flat-top cans containing Coca-Cola were test-marketed for the first time in several New England and California markets. This package had been under development since the early 1950's and was introduced to satisfy an increasing demand for a nonreturnable container in the domestic market.

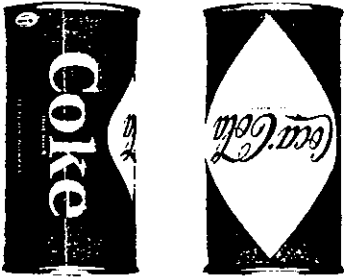
It was not until the following year, in 1960, that Coca-Cola in the can was distributed for the first time in the domestic market. Also in that year, for the first time, Coca-Cola in the can and in the bottle was made available to the Japanese civilian market. and to other markets in the Pacific area as well as those markets elsewhere in the world under the jurisdiction of The Coca-Cola Export Corporation.

The Coca-Cola Company
Archives
Atlanta, Georgia



1940-42

In 1940-42 the first "cone" style can for Coca-Cola was introduced in the market for experimental testing. There were two sizes of cans (16 oz. and 32 oz.). Testing was discontinued at the onset of World War II.



1960

The design for the first domestic can introduced into the market in 1960 featured a white diamond on red background with trademark "Coca-Cola" in the white field of the diamond.

trade and to the consumer as we are. It's just not an issue. Next question."

Advisory services: B

"They don't do a whole lot in this area, but what they do do is sufficient."
"Coke just gives the bottlers lip service about profitability. Dr Pepper actually works with us to come up with mutually profitable programs."

"I'd say Dr Pepper's best recent advice was recommending that we not go into freshness dating. I'm thankful that they didn't get stampeted into that rat race."

"Dr Pepper's always there to advise us, especially if we ask. I don't think there's another company in the business that treats its bottlers with such care."

Packaging innovation: B

"I'd say they're just fair in this area. I mean, they haven't come out with anything to combat Coke's contour bottle—not yet, anyway. Dr Pepper probably has more exciting nostalgic-packaging potential than anybody in the industry except Coke, and yet they've just sat on it."
"Yes, in my mind, Dr Pepper is very innovative with their use of packaging. No, they aren't Coke, but I don't expect that from them."

"Maybe they're not as flashy about it as the big boys, but Dr Pepper always seems to have something innovative up their sleeve when it comes to packaging."

New products: C+

"Without question, the company has done a drop-dead great job on Diet Dr Pepper, which, as you know, was reformulated and relaunched in January of 1991. That really got our diet business rolling again, but there hasn't been a whole lot to talk about since then. Yeah, they've sort of dabbed almost halfheartedly in some New Age stuff like Welch's Sparkling Water Refreshers—which were beautifully packaged, by the way—but they never really panned out."
"About the only truly new thing they've done in recent years was Diet Dr Pepper. But they did that excellently."

"The reformulated version of Diet Dr Pepper was a great new product. It just went gangbusters in our market and never looked back."
"Diet Dr Pepper wasn't so much a

new product as it was a better one, for which I'm still very grateful, thank you."

"No, Dr Pepper hasn't had any new product introductions recently. But they're doing extremely well with their existing products—and there's something to be said for that. They stick with the brands that they have, and they put the proper emphasis on them. And they've shown tremendous growth while Pepsi and Coke haven't. I can't complain about Dr Pepper because they've done so well."

"I'll tell you what: With all the damned SKUs I've got to worry about managing on the Coke side of my business, I'd give Dr Pepper a high grade for not having introduced any new products or brand



"Dr Pepper's on a roll," remarks one bottler. "Why shouldn't [company president and COO] True knowles and the boys readily come to the phone?"

expansions of late. You've got to stop and catch your breath somewhere."

Consumer advertising: B+

"You can't get too much Americana, as far as I'm concerned. The 'Heartland' campaign for flagship Dr Pepper tested well and it's been very effective in our markets. In this case, the company really listened to the bottlers. What is not to like?"
"This year's ads were eye-catching, entertaining and, maybe even more importantly, I think they got the right message across. I haven't seen next year's campaign yet, and my only concern is that it's going to be pretty hard to top what Dr Pepper has already done."

"We were very pleased with this year's ad slate—specially for regular Pepper—

and we can hardly wait to see what [senior vice president of marketing] John Clarke has up his sleeve for '96."

"We're all pretty pumped to go to the annual meeting and see what's in store for '95. Puerto Rico here we come!"

"It's been three years since they finally came up with the right formula for Diet Dr Pepper, which was a long time in coming. Now I'd like to see the company take the 'tastes more like regular' diet spots to their next level, whatever that is."

"I can't complain, really. I mean, my Pepper business is very good. But I think that the company may be making a mistake in trying to play in the mainstream advertising arena with the likes of Coke and Pepsi. I kind of miss the old-fashioned stuff like 'Hold Out for the Out of the Ordinary,' which really set Pepper apart from the rest of the field."

"I'll admit that I'm no advertising expert, but I've been known to blame the commercials when sales are down. Well, I'm happy to report that my Dr Pepper sales are great, so the ads must be great, too!"

Concentrate pricing: C

"What's the worst grade I can give them? When we have to pay more for Dr Pepper concentrates than Coke and Pepsi, bottlers pay for theirs—particularly with the big cola companies owning so many of their bottling plants—it makes life tremendously difficult for little guys like us. How are we supposed to compete under disproportionate circumstances like this?"

"I've got three words to describe the cost of Dr Pepper concentrate: 'too damned high!'"

"Sure, they do their share of profit squeezing when it comes to raising concentrate prices, and no bottler likes that. But you have to consider what you get back from that 'investment' in terms of national advertising and local marketing support. In that light, although they're pretty damned expensive, I'd say Dr Pepper is a little bit fairer than some of the other companies."

"Dr Pepper's concentrate costs are really out of line with the rest of the industry. But so are its sales, which just keep growing and growing. Don't tell John Albers I said this, but maybe we've got to pay a little more for the privilege of selling such a hot brand." BW

It's rather simple, really: Maintain your gait as the industry's biggest, fastest-growing non-cola, and everybody loves you—even if your concentrate pricing is "too damned high!"

What bottlers think of Dr Pepper

Accessibility: B

"If they don't answer on the first or second ring, I can always count on getting a call back from someone at Dr Pepper within an hour or two. As the telephone commercial says, it's the next best thing to being there. And this Dr Pepper makes house calls, too."

"Accessible? Oh, yeah. Of all the franchise companies I deal with—and there are plenty of them—Dr Pepper is unquestionably the easiest to reach, and they seem to care the most about my wellbeing."

"Let's face it, Dr Pepper's on a roll. Why shouldn't company president and chief operating officer True Knowles and the boys really come to the phone?"

Commitment: B+

"What's the highest grade I can give them? Dating back to the days when my grandfather ran this business, our family has always enjoyed a great, mutually beneficial relationship with Dr Pepper. With maybe one exception during the early 1980s, each new management corps has really worked to cultivate this goodwill. I believe that they genuinely care about how my business is doing. I'll never forget [former company chairman] Fogus Clements saying, 'Thank you for your Dr Pepper business.'"

"You can find them, but that doesn't mean they always give you what you want. Dr Pepper has some rules. They know where they're going, but they don't tend to bend a whole lot. They're not quite as flexible as, say, Seven-Up."

"In terms of caring and backing up that commitment, they're the best in the business, bar none. My Dr Pepper field

BeverageWorld REPORT CARD	
DR PEPPER	
Subject Area	Grade
Accessibility to executives	B
Concern with or commitment to bother needs	B
Responsiveness to emergency requests	B+
Quality control standards	B
Advisory services	B+
Packaging innovation	B
New product introductions	B
Consumer advertising	C+
Concentrate pricing	B+
Cumulative Grade	B

and chief executive officer John Albers is just a jewel of an executive. He's done a great job in leading that company. Yes, Dr Pepper really seems to care about our needs."

Emergency requests: B

"There's no denying that Dr Pepper maintains a very close relationship with its bottlers. But sometimes their interpretation of an emergency differs with ours, and they're not always willing to help."

"Whenever I have a problem, Dr Pepper always sends out the troops. There's no realistic way I can knock them on this one."

"I'd give them an A without any question. Dr Pepper does what Coke used to in dealing with emergencies."

Quality control: B+

representative is regularly in my office, at least three or four times a week. I'm lucky if I see my other franchise reps that often in a year!"

"Dr Pepper has always been a wonderful company to work with. My dad started with them over 50 years ago, and I've been with them most of my life. There have been lots of management changes over the years, but they're still an excellent company. They're very supportive of their bottlers."

"They do an extremely good job. [Dr Pepper/Seven-Up Companies chairman



1970
"The Look of the 70's" design was introduced on the can in January, 1970, with the trademarks "Coca-Cola" and "Coke" associated with the dynamic contour ribbon design in a field of a new variation of the color red.

1966
The Harlequin design for the can was introduced... alternating trademarks "Coca-Cola" and "Coke."

1963
A revised design for the can was introduced in 1963 featuring a line design of the contour bottle for Coca-Cola on the white field of the diamond. Previous designs were phased out.

in cans increased sharply between 1969 and 1976. The design of cans remained essentially the same with minor modifications as needed. After 1970 the dynamic contour design with the trademarks "Coca-Cola" and "Coke" was featured on all cans for Coca-Cola.

introduced into the market for the first time. It was another "first."

In October of the same year (1969), Fresca became the first product in the soft-drink industry to be packaged and marketed in tin-free steel cans.

It was in 1970 that a 16-ounce-size can for Coca-Cola was test-marketed in Toledo, Ohio, and Asheville, North Carolina. The sale of Coke

In 1964, lift-top cans and lift-top crowns for bottles, both under long-standing consideration by the soft-drink industry, were approved and made available by The Coca-Cola Company to the Bottlers. The introduction for Coca-Cola in the lift-top cans and using the lift-top crowns for bottles were two "firsts" in the soft-drink market.

On April 22, 1969, the "Cluster-Pak," a new 24-pack container for Coca-Cola in cans, was

Of course, changes in the can designs for other products of the Company were made from time to time.

BIG DINGS AT THE CHOCOLATE FACTORY

core one more strategic alliance for Cadbury Beverages North America. The No. 4 soft drink franchisor has signed with Hershey Foods to produce Hershey's Chocolate Drink, a non-carbonated quaff in bottles and cans. Hershey's Chocolate Drink, 99-percent fat-free, will begin rolling through Cadbury bottlers early next year. The company calls the packaging, dominated by the familiar Hershey's logo, "an exciting new graphic look that will appeal to the key 12-24 age group."

Cadbury and Hershey had previously attempted to concoct a chocolate soda, but it failed to achieve optimum "mouthfeel" in the lab and was scratched. Elsewhere in the chocolate factory:



- America's Best Beverage (Greenwich, CT) has introduced two chocolate drinks, along with two iced coffees, in 16-ounce cans. The company uses non-fat milk "to give an excellent product to consumers."

- Bottler's International (Clearbrook, VA) has NRG Plus, a chocolate-flavored drink developed in concert with "a major processor of soybeans." The soybeans make for a "high protein, high calcium beverage with fiber."

San Juan's Latest Is Sweet-Natured

You can't accuse Christie Curie Valdes of having a sour disposition, nor can you say that about her products. The president of San Juan Beverage (Bayamón, PR)

finds her newest beverage so pleasant, she put its best quality in the name, Sweet Nature Acerola. It not only has a sweet nature but is completely natural. Says Valdes, "The introduction of Acerola to our line of juices and juice drinks is a natural for us. We've created a niche of tropicals and tropical



(Beverage World)

industry knows that to be the way it is," "just the best."

Advisory services: B— "If I call them for advice, they'll simply tell me to push more volume, regardless of what I ask them."

"There are two sides to Coke. If you're talking about traditional soft drinks, I'd give them a B. If you're talking about New Age, I'd give them an F. I think they over-committed themselves and were totally disorganized during the introductions of PowerAde, Fruitopia, and Nestle."

Packaging innovation: B+ "Three years ago I wouldn't have given them such a high grade, but just look at the container bottle. Need I say more?" "Coke is the unquestionable leader in packaging innovation. Anyone who's seen the contour bottle knows that. Even their graphics are getting better."

"Coke is slightly ahead of the rest of the industry, but I don't think they're leaps and bounds ahead of everybody else anymore."

"Coke has taken notice of what's going on around them. They know they've got to be a whole lot more than just a soft drink company, and that's coming out loud and clear in their packaging. Five years ago, this would have been a whole different conversation."

New products:

"They do OK with new products—no pun intended. I think Fruitopia is a good brand. My only complaint is that Coke took so long to respond to New Age beverages like Snapple in the marketplace."

"They certainly get an F for effort, but none of their new products seem to go anywhere. The last really-successful brand that they launched was Diet Coke, and that happened over 10 years ago."

"Nordic Mist was a total bomb; Nestle, which should have been big, has done only OK; and Fruitopia isn't the New Age answer, either. A lot of their new products just collect dust on the store shelf."

"The whole industry's trying various new things to see if something's missing. But tastes vary drastically from area

to area, and it's awfully hard to roll out a product that everybody in the United States—let alone the rest of the world—is going to fall in love with. One product might move really well in one part of our market. Yet a few miles down the road, when you try to go nationwide with something, boy, it's tough. The whole industry—not only Coca-Cola—is trying to find those niches."

"I'm not sure that Coke knows who the consumer is anymore. I'm still wait-



Some small bottlers would like to interact more closely with their field reps. They want corporate Coca-Cola president and COO Doug Ivester (foreground) and Coke USA president Jack Stahl to want them, too.

ing to see who the OK Soda consumer is. When they came out with OK, we all just sort of looked at each other."

"They've done well with some of their new products, but they're not afraid to pull the plug on a product that's missed the mark."

"Coke is doing everything in their power to keep us going with new products. I always look forward to what they have up their sleeve next."

"I think they've done a pretty good job of developing and rolling out new

products. Trying to manage all those products is another story, though."

Consumer advertising:

"Coca-Cola's advertising programs are considerably better today than they've been in a long time. They're into whole new series of marketing initiatives that seem to be working very well. Their advertising has been very appealing of late. The polar bears definitely are among the industry's best commercials; the 'Always Coca-Cola' theme songs is very catchy; and the women just love Lucky Vanous, the guy who plays the construction worker in the Diet Coke ad."

"Coke's current ads are the most creative we've seen in quite a few years. If nothing else, they also get points for the sheer volume of their advertising."

"They're excellent, really. I'd give them a perfect grade, but they might read this and stop trying to be innovative."

Concentrate pricing:

"Coke is grossly unfair when it comes to concentrate pricing, and they know it. The bottom line that it's good for them, but it gives no notice to the little guy who helped build up their business in the first place."

"Concentrate prices have always been too damned high. Coke knows that, but they don't care."

"When Coke raises their concentrate prices, some bottlers don't think they're getting anything for the extra money. They're going to raise the concentrate price so they can promote more; then they ought to do that concentrate price too high, but I guess that the answer you're getting from most people. From the company point of view, of course, it is high enough."

Plant ownership:

"One thing's for sure: This policy was devised to help the little guy survive their system. From where I sit, Coke heart is definitely in the wrong place when it comes to owning so much of their bottling network."

"They're trying to wipe us out, at least they make no bones about it."

"In a sense, it's gotten much better. There aren't too many of us left for them to blatantly try to kill." BW

Size counts, all right, and what little guys remain covert increased parental attention. But not one of them would trade Coke for the world—not on their lives.

What bottlers think of Coca-Cola USA

Accessibility: C+
 "Whenever I call them, I get a call back. The bureaucracy only rarely gets in the way."

"Our access to Coke executives is a lot better today than it was in the past. We used to call up and get a recording, and then it'd be maybe two or three days before we got what we needed."

"I'd attribute part of Dr. Pepper's success to the accessibility of its executives and their willingness to help out the bottlers. They haven't forgotten where they've come from, and they're always there for us. That's something that Coca-Cola seems to have forgotten in the last couple of years. We're not in a major metropolitan area, and they've pretty much ignored us."

"Coke knows how to talk to small bottlers as well as any other company in the industry."

Commitment: C-
 "Coke seems to want nothing to do with us. We don't get any help at all from them. We haven't seen a rep in years. They just have never interacted well with the smaller operations."

"Coke is very out of touch with the small bottler—not that too many of us are left. It's obvious to me that we're just not worth their time or effort. They perceive that mass volume and big operations are the way to go, and they're concentrating their efforts on that. It's just a reality that we've accepted, and we go on our way."

"It just astounds me that they call sales meetings for their top bottlers but not the small ones. It's ridiculous."

"They want no layers between them-

BeverageWorld REPORT CARD	
Subject Area	Grade
COCA-COLA USA	
Accessibility to executives	C+
Concern with or commitment to bottler needs	C
Responsiveness to emergency requests	B+
Quality control standards	A-
Advisory services	B-
Packaging innovation	B+
New product introductions	B
Consumer advertising	B+
Concentrate pricing	C
Plant ownership	C
Cumulative Grade	B-

gory, you're talking about. As far as soft drinks go, they've been pretty committed. But they've really dropped the ball on New Age. We've had to struggle all summer to get inventory into the market, and I'm not very comfortable that they did everything they could to resolve the issue."

"Coke is committed to us, particularly on their pet projects."

"Over the long haul, Coke's had a pretty good track record. I'm delighted that I've had the opportunity to be a Coca-Cola bottler."

Emergency requests: B+
 "They do very well in this area. If a problem involved something that could stain Coca-Cola's image in the public's mind, their response to my request for help would be immediate."

"When it comes to an emergency with one of their products, there's absolutely no screwing around at Coke."

"Coke has top-notch emergency people in place. I never have to worry about anything unexpectedly destroying my Coke products with them around. The whole organization is geared toward dealing with the unexpected."

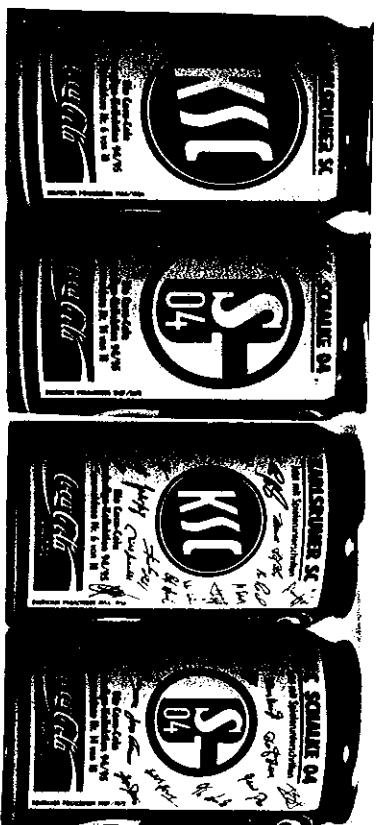
Quality control: A-
 "The highest-quality products in the world come from Coke. Everyone in the

selves and the retailer, and they've made that perfectly clear."

"I don't think they really care. We bottlers have different goals than Coke in a lot of ways. Our primary goal is to sell cases for profit and make a living. Coke just wants us to push more volume—profits be damned."

"It's hard to knock being a Coca-Cola bottler, but sometimes the company's concern with our needs—or lack of it—is terrible. For that they do bananas."

"It's really dependent upon what cate-



TOP ROW
 Coke Bunseliga set (2 of 18) (Germany) *
 Coke Bunseliga set (2 of 18) (Germany) *
 *There are two sets. One set without signatures and a new set with signatures.

BOTTOM ROW
 Coke Win 10,000 Instant Cash (U.A.F.)
 Coke WorldTour-Aktie game can (Netherlands)
 Sprite NBA (Israel)
 Coke World Cup 1994 (Indonesia)
 Coke World Cup game can (Turkey)
 (last 9 Vincent Molenaar)

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TOP ROW

OK (3 new designs) (USA)
RJ Corr Ginseng Cola (multi-sided can) (USA)

MIDDLE ROW

Preferred cola (MN, USA)
Preferred Diet Cola (MN, USA)
Preferred Diet Caff. Free Cola (MN, USA)
RC Cola Married With Children contest (USA)

BOTTOM ROW

7up Miracle Money (USA)
Diet 7up Miracle Money (USA)
Sam's Choice Southern Lightning (USA)
Powerade (USA)
(page 12 by Bill Swanson)

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Pepsi product Winter Holidays 1994 set (10 of 11)
(the can not shown is a Diet Mountain Dew with
the large face design)

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TOP ROW

Dr. Pepper Arkansas '94 NCAA Champs (OK, USA)
Pepsi Univ. of Illinois '94 football (WI, USA)

MIDDLE ROW

Coke Houston Rockets Championship (TX, USA)
(last 3 Tom Kirschbaum)
Coke 1994 Circle City Classic (IN, USA)
(Gene Judd)
Coke 1994 Abbotsford Airshow (Canada)
(Dwayne Spark)

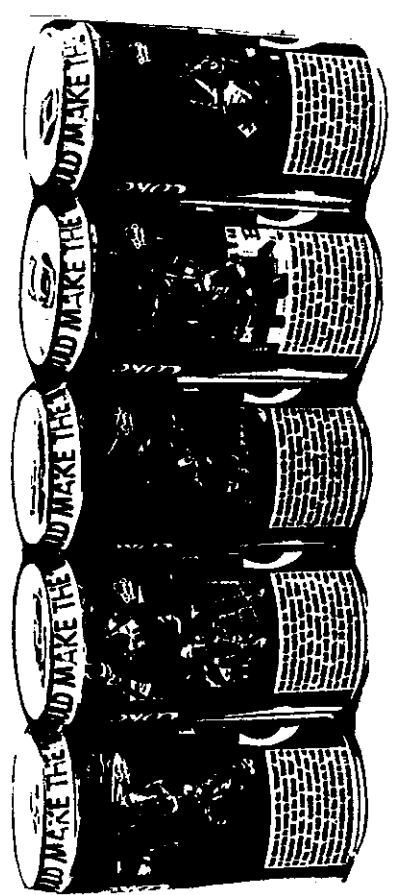
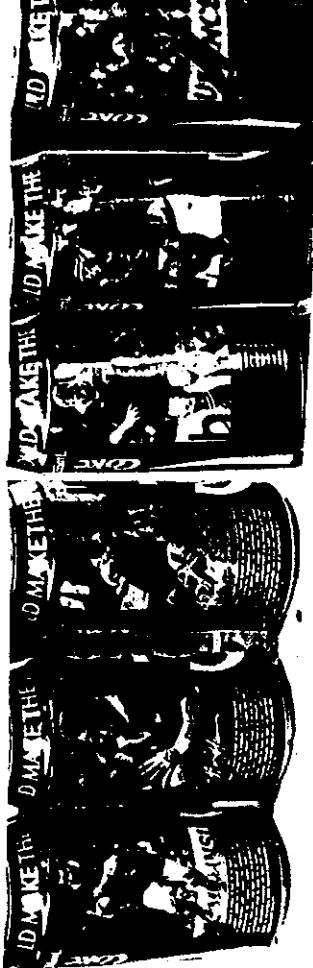
BOTTOM ROW

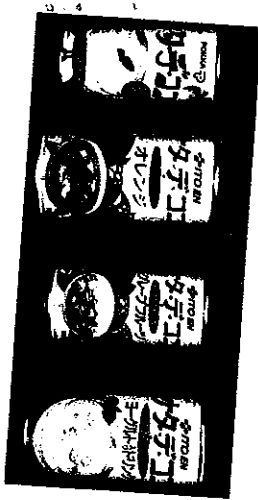
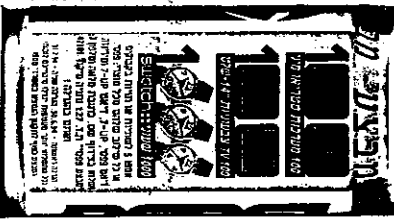
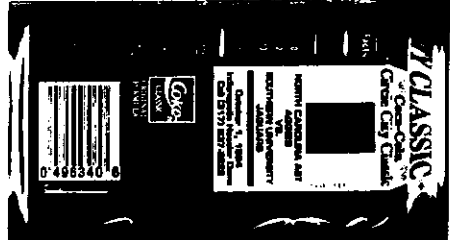
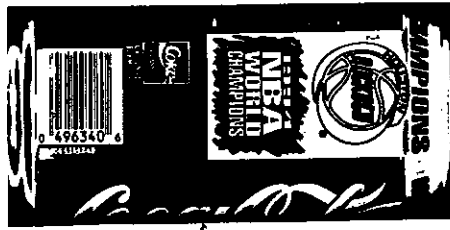
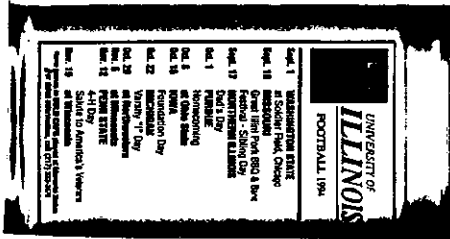
Pepsi 1993 Michael Jackson Tour (Israel)
Pepsi contest can (Israel)
Coke Penalty Shootout contest (S. Africa)
India Supreme Cola (Puerto Rico)
(last 4 Jorge Varela)



TOP ROW - 1993 Six Flags Magic Mountain Sierra Fall on Sprite, Coke, Diet & Diet Caff Free Coke (USA)

MIDDLE ROW - 1994 Australian Rugby set (6 cans)
BOTTOM ROW - 1994 Australian Basketball (5 can) set. Pictured in the last issue of the newsletter there was a 12 can basketball set.
(Jerry Watkinson)



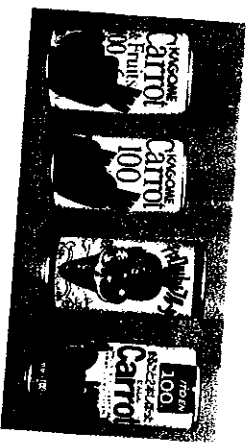


Dessert drink
Nata de Coco from
Japan stirs yogurt
drinks with coconut
chunks—offered in
grapefruit or orange
flavors, too.

Japanese dessert beverages called "pudding shakes" are served on use occasions generally reserved for foods. Shake the can five times for a pudding-like consistency, ten times for a more drinkable, "shake-like" pour. Taste is described as "creme caramel."



Beverages as snacks, and healthy ones, too: These Japanese drinks pair fruit juices with chunks of the same fruit.



Carrot juices from Japan—plain and enhanced with fruit juices—focus consumer eyes on health.



Functional drinks find great scope in Japan. The two beverages on the right provide BHA, a fish extract said to promote learning. Capjis Air (second from left) contains antioxidants, believed by many consumers to offer vaguely defined health benefits.



Guarana drinks—made from an Amazon berry—account for 16 percent of the Brazilian soft drink market. The drink packs a caffeine wallop 50 percent greater than most soft drinks.

