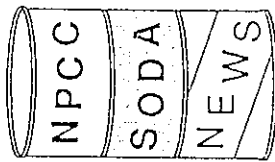


# NPCC

## CAN-O-GRAM

NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP



Date: OCT/NOV  
1994

Volume: 22

Issue: 3



### Pause to Refresh...at Everybody's Club

Pleasant get-togethers happen every day at fountains. People greet old friends and meet new ones. Such things, around the pause that refreshes with ice-cold Coca-Cola, make your favorite fountain a neighborhood club. Dues, 5¢.



Ask for it either way  
... both trade-marks  
mean the same thing.

COPYRIGHT 1948, THE COCA-COLA COMPANY

*Advertisement from 1948, United States*

FROM THE (LONG, LOST) MEMBERSHIP DIRECTOR

Dear Members:

It has been awhile since many of you have heard from me. I have been putting in long hours during the summer at my job with any spare time being spent resting. Now that my work hours are now closer to a normal forty hour week, I plan on spending more time on club duties and trading.

My first project is the long overdue Membership Roster. I promise to have this completed and in your hands by the end of the year to all members who either are first time members or have rejoined the NPCC in 1994. This also includes Membership Cards.

The next item on my menu is promoting the NPCC more. This is done in a number of ways and I encourage all members to assist when possible.

What I have to say next will sound like a broken record (those round music disks before CDs) to members who have been around for a number of years and have gone through personal changes. Bill Swanson is stepping down from the Editor's position. Bill has spent long hours producing the CAN-O-GRAM since taking it over in the spring of 1992 as have all the other editors prior to him. Finding a volunteer to take over the newsletter is a (point blank) "pain in the rear." Lets not wait until the eleventh hour before someone steps forward to volunteer. If you have any thought, please give Bill or myself a call and ask questions concerning the position.

We can assure any member that he or she will not be left in the dark. Bill and/or I will give you any assistance needed to get started and beyond. If you are willing to invest some time, then we will be behind you all the way. All we ask is that this search for the next Editor does not take longer than needed and delay future CAN-O-GRAMS. No prior newsletter and experience needed, typing helpful, creativity and ideas a plus. Enquire: Bill Swanson, 612-683-0501 or Tom Kirschbaum, 815-227-5315. Thanks for your time.

Happy Collecting and Trading

 45

\*\*\*\*\* Advertising Advertising Advertising \*\*\*\*\*

**WANTED:** I have a collection of Coca-Cola cans from all over the world. I'm in search of trading partners worldwide. Stephano Priori, c.p.17012, via di Grottarossa 58, 00189 Roma Italy

**WANTED:** Coca-Cola trade partners. I have over 400 Coke cans to trade (from all over the world). I collect only Coke cans. Answer all. Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy

**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

**FOR TRADE/SALE:** Set of 4 polar bear from Italy \$10 plus postage, set of 24 World Cup 94 from Italy \$35 plus postage. Stefano Priori, c.p.17012, via di Grottarossa 58, 00189 Roma Italy

**FOR SALE/TRADE:** 12 can set of basketball players from Australia \$25 a set ppd or will trade for pins and other Coke items. Please send me details of your traders. Peter Buck, 3 Wickham Rd, Happy Valley South Australia 5159 Australia

**FOR SALE:** 70's & 80's Coke Denver Rockies Hockey, United Way Banks/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 Dr., Longmont CO 80503 USA

**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

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**HOUSTON ROCKETS...**

Coca-Cola has released a can and 8oz glass bottle to commemorate the Houston Rockets 1994 NBA world championship

(Tom Kirschbaum)

*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, sodabilla 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;*

*NPCC, 1728 Flamingo Dr., Eagan MN 55122 USA*

**FOR SALE:** 500 cans - 500 bucks. Running out of room! Kelly Wilson, 306-925 Chancellor Dr, Winnipeg MB R3T-2J9 Canada Ph. (204) 275-6438

**FOR TRADE:** I have Coke sets Olympic '92 and World Cup 94 and other European Coke cans from 1986. Trade with sets or partial sets or commemorative cans from all over the world. Valter Tanturli, via Luigi Boccherini 41, 50144 Firenze Italy

**FOR SALE/TRADE:** My large collection of soft drinks (over 5,000 sodas, 930 Pepsi, 320 Fanta & 320 Sprite) from all over the world. Many are old, very good prices. Sell also all of my doubles of soft drinks (8-9,000 cans). Nicolodi Francesco, via Mascagni 17, 20033 Desio (MI) Italy

**WELCOME NEW MEMBERS**

JOE & SOPHIA DALTON #1109  
117 Hanover Cir  
Bogart, Georgia  
U.S.A. 30622  
706-354-4803

LOUIS HEGWIG #1110  
814 N Railroad  
Sumner, Iowa  
U.S.A. 50674  
319-578-8793

**WELCOME BACK RETURNING MEMBERS**

JOHN MCCOMBIE #44  
2602 Spring Creek Rd  
Rockford, Illinois  
U.S.A. 61107  
815-877-7334

CHUCK MEAD #675  
14755 W Doyle Rd  
Mannatten, Illinois  
U.S.A. 60442  
815-478-4909

JOE MORALES #1020  
1000 Ponce de Leon Bl #100  
Coral Gables, Florida  
U.S.A. 33134  
305-448-7703

DWAYNE SPARK #1031  
8441 Sublaines  
Anjou, Quebec  
Canada H1K-2C1  
514-352-1856

NATASHA DYKHUIS #1086  
Utrechtsestraat 10-2  
Arnhem, 6811 LX  
The Netherlands  
31-05-450-500

STATE HIS SOC of WIS #640  
816 State St  
Madison, Wisconsin  
U.S.A. 53706  
608-262-9584

CARL GENRICH #915  
607 W Bloomingdale Av  
Brandon, Florida  
U.S.A. 33511  
813-685-3714

MANUEL MAIA DE LOUREIRO #1021  
Praia Do Flamengo N118 #801  
Rio de Janeiro, RJ  
Brazil 22210  
021-245-4061

SANDER VAN DER KROFT #1075  
Hofwijck 26  
Roden, 9301 XC  
The Netherlands  
31-5908-18743

BOB COCHRANE, Jr. #649  
10550 SW 161st St  
Miami, Florida  
U.S.A. 33157  
305-235-2378

JOHN AHRENS #999  
192 Ramblewood Pky  
Mt. Laurel, New Jersey  
U.S.A. 08054  
609-234-2496

WILBUR SAMMILLER, Jr. #1027  
2100 Celina Rd, Lot 107  
St. Mary's Ohio  
U.S.A. 45885  
419-394-4272

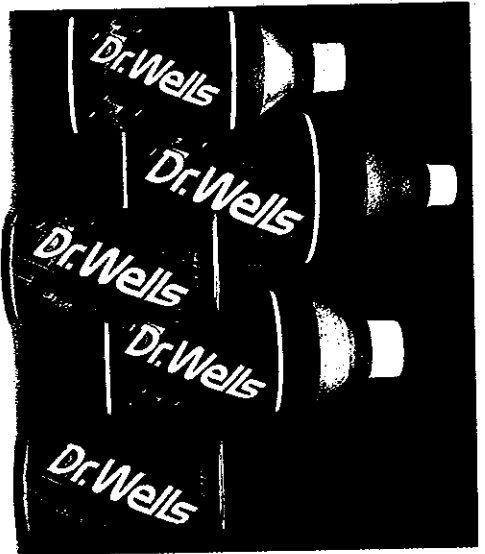
ALVIN HAWKINS #1084  
Rt 1, Box 309B  
Nashville, North Carolina  
U.S.A. 27856  
919-459-7721

# Dr. Wells gets a new look

Now that Dr. Wells has been in the market for two years, The Monarch Company has decided to change its packaging graphics from an introductory theme to a slick, national-brand design element that places the brand squarely in the Pepper category.

"With our initial packaging, we used a billboard effect for an added thrust during the introductory phase," explains Mark Armstrong, Monarch Chairman.

"Whether you liked it or not, it got your attention, and that's exactly what it was designed to do. The brand is maturing now and we no longer need the billboard. What we need instead is the look of a big-time, national brand."



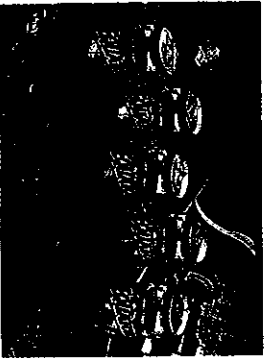
New Dr. Wells packaging gives the brand a "big-time, national" look, and places it squarely in the Pepper category.

The logo and color scheme remain basically the same, but the new design is a vast departure from the original graphics. It features computer-generated ice chips in a futuristic sequence around the brand name. "It's very unique, eye-appealing and, most importantly, will hold up really well on the soft drink shelf," Armstrong promises. ■

## 'ROUND THE EQUATOR

ansen Natural Corporation has looked south—way south—of its Anaheim, CA headquarters for inspiration of its newest beverage line, Equator. The points of difference with "Imported

From Nature" Equator don't end with the dearth of sodium, lack of preservatives or five flavor names (including Guava Berry Earthshine Juice Cocktail). Most



unique is the environmental educational message on each 16-ounce can. One panel of Black Cherry Eclipse, for example, is devoted to the Northern Squar-Lipped Rhinoceros. The packages feature a map of the

world and illustrations of exotic endangered animals. Southern California is the first market where consumers can Experience The Ultimate Adventure In Taste!"

(Beverage World)

## FRANCHISOR REPORT CARDS

haven't given the guys out in the field anything but [expletive]. It's a joke. How's that for advice?"

"I don't ask. Pepsi probably would advise me to sell my business to COBO and just concentrate on my golf game."

### Packaging innovation: 5

There's little debate that Pepsi is one of the best in the business when it comes to packaging. Look at the (double-stacked, 24-can) Cube and the former-flier P271 Big Slam. Both are great ideas that I like as a bottler—and the consumer has just eaten them up.

"Everyone in the industry realizes that Pepsi leads the way in packaging innovation; the others just follow."

"The new First Break bottle has some potential, but it doesn't differentiate Pepsi the way the controversial Pepsi did the way the four bottle differentiates Coke."

### New products: C+

"God knows they've had enough of them in the last few years. At this point, I wish a few of them would just disappear."

"They introduce plenty of them, all right, but to what end? Pepsi's never introduced a new product that's really amounted to anything—not recently, anyway. Part of the problem is that they refuse to listen to the bottlers. We all told them that Crystal should be in glass to attract a premium, New Age-type buyer. But they decided to go with PET instead, and look what happened."

"They didn't listen to anybody with Crystal Pepsi. We told them not to put the Pepsi name on it because it would raise expectations. They eventually dropped the 'Pepsi' suffix, but when they brought Crystal out again, it was too little, too late. They really blew it."

"Crystal didn't quite work out for us. We got people to try it once and then that was it. But you've got to take some chances. Sometimes it's just 'ain and fire. For the most part, though, they do a good job."

"From all of the Slice flavors right up to Crystal, I'd rate Pepsi's new-product introductions an 'A.' But I'd rate their new-product follow-up a 'D' or an 'F.' They don't bring products to market correctly, and then they just let them fall by the wayside. If they had paid more attention to Crystal, I think it could have done something. It took off like a ball of

fire and then they just let it sit there and die. It was doing great for us at the beginning, and then it tapered off from doing fine to doing nothing. That left a very bad taste in our mouths."

"I haven't been able to get All Sport for my customers, and I expect more shortages as Pepsi branches into other New Age brands that I don't know how to handle."



Memo from FOBDS to PCA president and CEO Craig Weatherup and COO Brenda Barnes: Listen up, the best ships are relationships.

"Pepsi is great at developing and introducing new products, but they don't provide enough follow-up. Most of them end up dying in the market."

"They're way ahead of the industry in terms of new product development. But once they get started on something, they can't always keep up the production. Pepsi sure introduces plenty of them. I think they have more new products out there than any bottler can handle."

### Consumer advertising: 5-

"It's sad, really. This used to be one of Pepsi's strongest areas, but not anymore. I absolutely hate the Professor Leofard commercials, although Cindy Crawford is nice to look at."

"There's no question that their stuff is off the mark. The 'Professor' spots with the Ray from *Sonofid* are absolutely the

most unappealing ads Pepsi has ever slapped its name on."

"I think Pepsi gets too involved with celebrities, and I'm not a 'celebrity person.' Some of the past year's commercials have been good, but when you put that many out, you have to have a few good ones."

"The company isn't hitting any home runs like it did with the Ray. Charles adds a few years back. These days I almost prefer to watch Coke's commercials."

"Pepsi's ads really haven't been too impressive since [senior vice president of worldwide creative services and acknowledged Father of the Pepsi Generation] Alan Faltasch retired."

### Concentrate pricing: C-

"How bad is Pepsi's concentrate pricing these days? Just look at Epsilon. They raised the price of Epsilon concentrate about 9 percent without ever asking the bottlers for our opinion or giving us any warning."

"Concentrate prices have always been too high, but Pepsi's prices are some of the worst in the business."

"We always think the concentrate pricing is too high, but it goes up every year—whether we like it or not."

"Sure, the concentrate pricing is a little steep, but you've got to go with it."

### Plant ownership: C-

"I don't think they know what they're doing in the COBO network. One minute they're driven by the bottom line, and profitability is the only thing that matters, and next they're willing to sacrifice profits to push volume. Nothing says the same from week to week."

"There's a lot of confusion in the Pepsi system right now, and I hope they get it cleared up. They're having a hard time coordinating between the COBOS and the business units. Things are in a kind of a state of flux at this point in time, and I think it's hurting their business."

"The COBOS are driving retail pricing down unnecessarily, and that's a big concern to all independent bottlers."

"They'll tell you that the voice of the independent bottler is a vital resource to the future of the Pepsi system, but they'd buy my operation in a heartbeat if I ever decided to sell." **BW**

(Beverage World)

Even with too many products, too little time, the "Total Beverage" direction has been embraced more readily than "Right Side Up."

# What bottlers think of Pepsi-Cola

Beverage/World REPORT CARD	
PEPSI-COLA NORTH AMERICA	
Subject Area	Grade
Accessibility to executives	B
Concern with or commitment to bottler needs	C+
Responsiveness to emergency requests	B
Quality control standards	B+
Advisory services	B-
Packaging Innovation	B
New product introductions	C+
Consumer advertising	B-
Concentrate pricing	C
Plant ownership	C
Cumulative Grade	B-

**Accessibility: B**

"We can get hold of anyone that we want at Pepsi. They're very accessible. Their people are always right there when we need them. No question about it—Pepsi is very good in this regard."

"All in all, they're pretty conscientious. Even when you get their voice-mail, they're usually very good about getting back to you in a timely fashion."

"Pepsi doesn't return phone calls unless you're part of COBO." "So much of it is relationships, and we're fortunate to have had pretty good ones with the Pepsi people we deal with."

**Commitment: C+**

"Oh, sure, they care—like the Serbs care for the Muslims in Bosnia. Pepsi has made it perfectly clear that they don't care about the needs of the smaller bottler."

"They were pretty concerned during last summer's syringe scare, but if a problem is mine specifically, they're not very receptive."

"They seem to be concerned with our needs. Any time we have a problem or an inquiry, they're very apt to help us out—and they listen pretty well."

"For the last several months, our district manager had been nonresponsive. The position was recently filled, and all of a sudden the rules have changed. They used to be concerned about helping us build the market, but now their main concern seems to be dollars and cents."

"They're a first-class organization, but

they need to pay a little closer attention to detail on a market-by-market basis. And they have to put a lot more of their money out there to keep up with the competition. If they want to play in the ballgame, they have to field the same number of players, with the same caliber of skill."

"They've been struggling a bit, but they're trying to adjust. They've always been able to pull it out in the past, and I'm hopeful that they'll come up with the right combination again."

**Emergency requests: B**

"They seem to handle emergency situations very well. They certainly did a good job of dealing with the Diet Pepsi scare."

"There's no question that Pepsi merits a top grade for the way they handled last year's Diet Pepsi scare. No company could have recovered as quickly from that thing without having a good crisis-management program in place."

**Quality control: B+**

"Oh, yeah, they're top-notch in this area. In fact, since last summer's needle scare, their quality standards are almost too tough."

"Pepsi is very protective of its products. Date-coding proves just how committed they are to the idea of freshness and product quality in general."

**Advisory services: B-**

"We have a local representative who takes care of everything. If you've got a good rep, it all works out."

"Pepsi doesn't give me any advice on anything—not on anything I consider to be useful, anyway."

"They're totally out of control. 'Right Side Up' has been an absolute farce. They've fired the wrong people for the wrong reasons at the wrong times. And there's no real empowerment. They

# Two lines, no calories working for Klarbrunn despite similarities

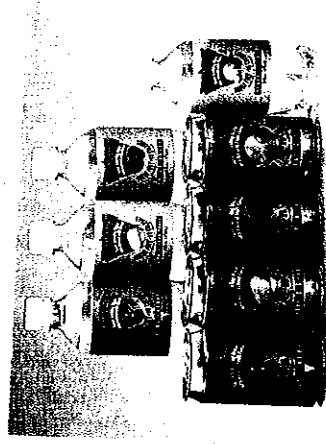
Klarbrunn has made its bottled water bones by marketing products that are clear, sparkling, flavored and zero-calorie. When it came time to try some new lines, the Watertown, WI-based company put out beverages that are clear, sparkling, flavored and zero-calorie. The more Klarbrunn changes, the more things stay the same—except for sales, which only get better.

Klarbrunn's latest quaff is Sweet Sparkling Water with Natural Fruit Flavor, which doesn't sound a whole lot different from its flagship, Sparkling Water, which comes in a variety of natural flavors. The key, explains vice president of sales & marketing Steve Robinson, is the Sweet part. Aspartame has been sprinkled in to please the tongue and lure drinkers from 2 Calorie Quest.

But Sweet Sparkling Water isn't a whole lot different in product profile from sparkling water, leading one to assume Klarbrunn is German for cannibalization. Guess again, says Robinson in plain English. Not only is the Sweet stuff doing extremely well in its 10 Midwestern markets, but the regular line has increased 4 to 5 percent at the same time. "They've been complementary to each other," he figures.

With Klarbrunn distributed primarily through Pepsi bottlers (it is owned by franchisee Wis-Pak), the performance is that much more surprising to Robinson. "The bottlers haven't put a lot of push behind it," he says. "They've been inundated with a lot of new product rollouts from Pepsi."

One difference worth noting between the old and the new Klarbrunns, Robinson adds, is the flavor assortment. Sparkling Water's varieties are rather traditional, where-



Klarbrunn's cousins only seem like two of a kind.

as Sweet Sparkling Water has a New Age tinge. The most popular new flavors, says Robinson, are Very Berry and Marvelous Mango.

Further out of its realm, Klarbrunn hasn't sparkled. While a still bottled water is rolling out, the company has opted to give up its Pop City value soft drink line. Robinson says only a handful of bottlers chose to pick it up. It was supposed to bridge the gap between national private labels and branded flavor sodas, but the art-deco labels failed to dazzle.

Pop City may have been ahead of its time however, given Pepsi's repositioning of Slice as a price-driven flavor family. Robinson says the name has been licensed to one enthusiastic bottler who will test Pop City in 20-ounce PET, "so we may get into it in different packaging." —Greg W. Prince

(Beverage World)

# Mexico and Australia each get a taste of what US still can't have

**S**ucralose—the no-cal, high-stability sweetener made from sugar—is now the sweet source in both a new sports drink and a new carbonated soft drink lineup. But unless you've got frequent-flyer miles to burn, don't rush to the store for them. The CSD is hitting the market in Australia; the sports drink is on shelves in Mexico.

Sucralose is marketed under the name Splenda by Johnson & Johnson divisions around the globe, though so far the 600-times-sweeter-than-sugar stuff is approved for use only in Canada, Russia, Romania, Mexico and Australia. Food and Drug Administration approval for sucralose, first petitioned in 1987, remains uncompleted. The product is manufactured in America by McNeil Specialty Products Company, a J&J division.



**Dr Pepper will be watching Icy Break as it stands on sucralose watch.**

Sucralose retains its sweetness for a year of shelf life. It stands up to hot-fill (to above boiling point, even). Because it's made from sugar, knowledgeable tongues tout its sugar-like taste appeal. And it's calorie-free.

Australia's Choice is the Land Down Under's first carbonated soft drink with Splenda. Packed exclusively for Kmart Australia by Choice Brands, the drink is available in three flavors—Orange crush, Lemon crush and Lemonade—in 375-milliliter (about 12-ounce) cans.

The US, meanwhile, is bracketed between two Splenda markets: Canada and Mexico. Like Americans, Canadians have generally embraced the low-cal ethic. In Mexico, diet

drinks account for but a single-digit share of beverage sales. But, "Given Mexico's hot climate, we really need the shelf stability of Splenda," explains Martha Inman, Splenda business director, Mexico.

Splenda's stability would be a breakout boon to any beverage marketed in a steamy climate. But drink novice Industrias ALEN is aiming at a niche even more novel (at least in sugar-loving Mexico) than just low-cal: ALEN's Icy Break is a low-calorie sports drink.

Icy Break is produced in the US by the Dr Pepper Company, acting as a contract packer for Industrias ALEN's distribution subsidiary Distribuidora Coloso. Icy Break is Dr Pepper's now dormant Nautilus sports drink, sweetened with Splenda and with what a Dr Pepper executive calls "a couple other subtle formulation tweaks." Pepper assures us they will watch Icy Break's rollout with interest—to "pre-break" the drink for the US should sucralose approval finally push through. —*Havis Dawson*

(Beverage World)

FRANCHISOR REPORT CARDS

**Quality control:** ⚡  
"Whatever frustrations I may have regarding some of Cadbury's management or marketing principles, there's no way I can justifiably criticize them on product quality. I've never had any problems with what they send me."  
"Cadbury's right up there with Pepsi when it comes to quality. Both companies take the quality of their products very seriously."  
"There's nothing wrong with the quality of Cadbury's concentrates, but the QC report sheets that they require us to fill out are on printed on some snadded, cheap-ass carbon paper that you can't read. When you're asking people to do something that they don't necessarily like to do, you have to make it crystal clear. Everybody else prints them on postcards or letters and mails them out nice and clean. I complained to Cadbury over a year ago about this and they said, 'Yeah, you're right! But they haven't done anything about it.'"

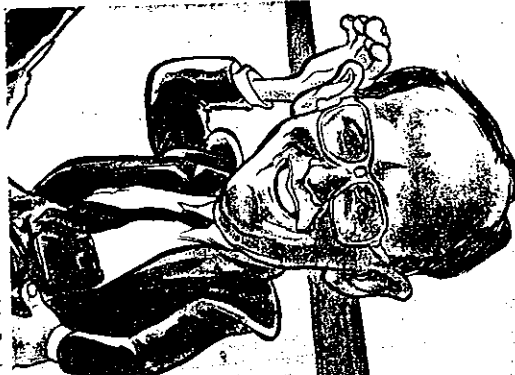
**Advisory services:** ⚡  
"I don't like too much meddling in my business, but they offer me advice whenever I ask for it."  
"They're still feeling their way through this red, white and blue resurrounding, which looks good on paper. But right now Cadbury's a little below average when it comes to advising us on market conditions."  
"I'd give them a 'D' as in 'dog.' They don't advise us on anything. They just don't have enough people to do that."  
"Given its heritage, Schweps is one of the most distinctive brands in our portfolio. But I'm afraid that they're going to lose that cachet because they're just mass merchandising it the way a P&G or a General Foods would. I'm also concerned that they no longer have two separate orgran-

izations to market and support the Schweps and Canada Dry lines. Despite all the snafus they're blowing about category management, I don't know how they're going to keep a Schweps going in a tank distill from a Canada Dry. For what it's worth, I've got some advice for them: If they're not careful, Cadbury may become the Heilmann of the soft drink business."  
**Packaging innovation:** ⚡  
"I've never really associated the words 'packaging innovation' with Cadbury."

**Consumer advertising:** ⚡  
"On Canada Dry it's fine, and it should only get better with what's coming: an Crush and on Squirt it's barely adequate, and on Hires and Vernors it's practically nonexistent. On some brands they get a B and on some they get a D. With so many different products, it's tough to grade the company as a whole. But they're not as hip as they could be."  
"I liked it better when the Schweps ads were a little snootier, with a conic edge. That set us apart as an upscale brand."  
"Cadbury really needs some work in this area. I've carried both Crush and Hires for several years, and I've never seen a penny of advertising support for either of these two great brands."  
"Cadbury's advertising has been virtually nonexistent in the past, except maybe during the holidays. I keep hearing that they're looking to get some new creative into the market, but I'll believe it when I see it."

**Concentrate pricing:** ⚡  
"Everybody's concentrate prices are too high, but Cadbury's are the absolute worst! It seems that whenever they need to boost their bottom line, their concentrate prices will increase without any warning to the bottlers."  
"Cadbury doesn't seem care if their concentrate prices are fair or not. They're astute businessmen and they want their profit margins to stay high."  
"Based on the marketing support that we get back from them, Cadbury is grossly unfair with its concentrate prices are way too high, but who's aren't?"  
"They raise their prices every year. I don't like it, but what can I do?" BW

At least one bottler gives CBNA president John Brock the benefit of the doubt: "With so many different products, it's tough to grade the company as a whole."  
It's just not what they do best."  
"They don't do nearly enough in the way of packaging. They're a multinational company and they should be paying much closer attention to the need for packaging differentiation both here and abroad. Need I mention Coke's contour bottle?"  
"With so many SKUs already out there, Cadbury's got to be a little bit gun-shy about introducing too many new packages. I'm not sure if that's a good thing or a bad thing. It's just the way it is."



Brands, as did Country Time Lemonade, which Cadbury has improved through the hot-fill process."  
"They haven't decided when they're going to roll out ready-to-drink Crystal Light, but I'd like to try it."  
"They seem to top with a good number of new products. But if the bottlers can't get them, what's the point?"  
"Cadbury's technical folks actually are very good at developing new things. But it doesn't matter how many new products they come up with if the company's not going to back them with any meaningful support."

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You always hurt the ones you love, especially when you have two of each. Despite ongoing efforts to promote equanimity through dedicated bottler systems and category management, sibling rivalries continue to divide the Cadbury house.

# What bottlers think of Cadbury Beverages

**Accessibility: C**

"I can usually get a call back from the folks at Dr. Pepper or Seven-Up in no more than an hour. But it seems to take two or three days before you hear back from Cadbury."

"The new field structure seems to be working out all right. But I was satisfied with the way it was before. Still, as they've obtained more brands like A&W and Squirt, it's become a little bit tougher for them to be as responsive as we'd like."

"The biggest difference today is that I don't know anybody's name above the regional-manager level—the guys who call on us. I don't know a soul in Stamford. They either think we're ignorant or insignificant, but I haven't seen anybody from Cadbury's upper management since they've reorganized. Maybe they think we don't need their attention."

"Nobody knows these guys anymore. And that's particularly bad for a company like Cadbury, which used to have a much larger share of mind than a share of market. We had some wonderful relationships with previous management that were based on continuity and trust. But when you abandon those personal relationships by moving too many people out of the system, you run a huge risk of diminishing a key part of your business equity."

"It's gotten to the point where I'd rather deal with whatever problems come up on my own than call them. It keeps my frustration level to a minimum that way."

"Cadbury is the least responsive of any company we deal with. I literally cried the day they bought A&W,

beers, too."

"The bottom line is that they own Canada Dry and Schweppes. That's never going to work, because it tends to eliminate any true marketing passion or commitment on either side. Imagine if Coke and Pepsi were owned by the same company. There'd be no fight in the bottler system."

"Logically, this new bot-tler support system should give them more focus, but I haven't seen it yet. If you think about it, structural changes like this typically have the most steam in the beginning, and then they slow down. So what do we have to look forward to?"

"Cadbury's in an interesting period of transition. I used to think that they simply didn't care about my needs, but I've noticed a bit of a change lately. Nothing major, mind you, but a little more concern than in the past."

"They've skinned down the organization pretty drastically, but the people who are left seem to be committed and they're trying very hard. I'm in the independent system with [executive vice president and general manager] Jim Smith, and I know that he cares."

**Emergency requests: C+**

"Of the four major franchise companies I deal with, Cadbury just seems to be the

because that company used to be so pleasant to deal with."

**Commitment: C**

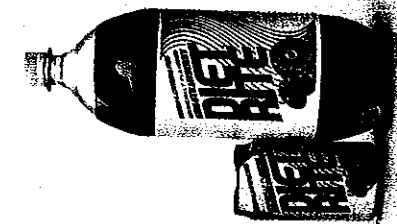
"I know Pepsi doesn't care about my needs as a bottler, and that goes double for Cadbury!"

"I don't work too hard for Cadbury because I don't see them working too hard for me. It seems like they're trying to be all things to all people. One year they concentrate on Canada Dry and the next on Schweppes. It's the same with their oranges and now with their root

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

# Behold The Mighty Kiwi

There was a time when if you wanted to be New Age you had to go to California and pretend to take Shirley MacLaine seriously. In beverages these days, it takes one simple four letter word: kiwi. All you have to do, it seems, is buy a bushel of these once-obscure dark green fruits and you've transformed your staid soft drink into a sip for the New Ages. And it doesn't hurt to toss in a 10-letter fruit



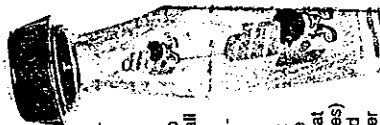
best known for its jam, strawberry.

Witness Royal Crown and the Diet Rite line and the newest addition, Diet Rite Kiwi-Strawberry. RC has declared the combination puts Diet Rite squarely in New Age. More important to the consumer, this take on the fruits has "none of the sodium, caffeine and calories that are found in other kiwi-strawberry beverages...they don't have to settle for the same old boring taste in their diet soft drink selection."

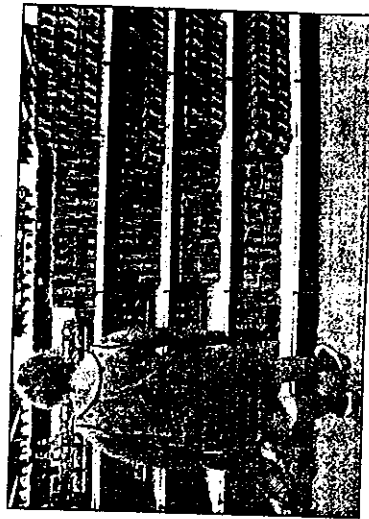
(Beverage World)

**Bottle babies**

Mr. Tidbit no sooner got over his reaction to seeing the Seagram's brand on ginger ale (what next, he fulminated last week: Budweiser pop and Camel candy bars?) than he was forced to confront a line of small plastic baby bottles made to look like various soft drinks. This one is styled to look like a 7-Up bottle, but there were four or five simulated soft drinks at the hardware store (yes) where Mr. Tidbit found them. None was a beer bottle, but that surely can't be far off. — Al Sticherman



(Minneapolis Star Tribune)



One of the most visible changes in Cuba is the proliferation of retailers that sell goods only for U.S. dollars. Coca-Cola, Sprite, Perrier and other American-made goods line the shelves at one of the 300 dollar stores that have opened in Cuba in the past year.

## Coke finds film's use of polar bear ads uncool

Coca-Cola Co. appears to be getting more publicity than it bargained for from Oliver Stone's new film, "Natural Born Killers," a grisly tale of serial murder intended as a satire on America's media culture.

The soft-drink company says it agreed to let Warner Bros. use a Classic Coke polar bear TV ad in the film for free as a promotional ploy.

But when the trademark wound up being juxtaposed against brutal images including that of a headless body, Coke executives became nervous.

"We are concerned that our commercial is being used in a way that we didn't intend and weren't aware of," said Coke spokesman Bob Bertini.

With "Natural Born Killers" set to open this weekend in 1,500 theaters, Coke executives are being circumspect in their reaction.

A Coke spokesman declined to comment on what the company sees as its option. But Daily Variety said Coke may ask that the filmmaker at least edit the polar bear footage out of the international and video releases.

## Virgin cola

British tycoon Richard Branson's Virgin Group and Canada's brash bottler, Cott Corp., plan to take on giants Coca-Cola Co. and PepsiCo Inc. with the launch of an alternative cola with the Virgin name.

It will be produced at Cott's Pontefract factory in Britain and will be launched first in Britain with releases in markets "familiar with the Virgin brand name," including the United States, Western Europe and Japan, said Fraser Latta, Cott chief operating officer.

## Giving the world a Coke

Coca-Cola Co. and two partners plan to pour \$100 million into the Russian market over the next three years, bringing the Atlanta-based soft drink giant's total investment there to about \$240 million.

Coca-Cola will spend \$30 million to double production at its Moscow bottling plant, which opened in April, and \$40 million to develop soft drink operations across southern and eastern Russia. The remaining \$30 million will be invested by EFES, the largest brewer in Turkey, and Leventis Group, which bottles Coke in Greece, Romania and Bulgaria.

## Recycled underwear

That bottle of Mountain Dew that cooled you off in the summer may keep you warm six months later.

Wickers Sportswear Inc., based in Commack, N.Y., makes thermal underwear and other products from recycled plastic.

Navy blue and Mountain Dew green are the only colors available for the thermals — green because the bottles are green and blue because that is the only environmentally safe dye the company has found, said quality control manager Carol Melivier.

In November, mail-order company Lands' End of Dodgeville, Wis., will begin selling 100 percent recycled underwear made by Wickers.

(Minneapolis Star Tribune)

## QUALITY CONTROL

ous trouble with their brands more often."

"We haven't had too many RC emergencies, thank goodness, but they always did the best that they could to help out."

"Our single-biggest emergency in the last 10 years was being owned by Victor Posner. So, in getting rid of that [expelled], Peitz and May have really helped us out of a crisis situation. What took them so long?"

### Quality control: B+

"RC's quality control department is second to none. [Vice president of research and development] Jimmy McKinstry is one of the finest, most-caring, hardest-working individuals that the soft-drink industry has ever known."

"High-quality products have always been RC's hallmark. Not even Victor Posner could ruin our brands, so you know that the products had to be good."

"RC's quality has never been in question. But what good is top-notch product if you're sucking wind in the marketplace?"

### Advisory services: C-

"It's going to take some time, I guess, but the new RC's top people have yet find their own direction—let alone start leading the bottles."

"Some things never change: They're still not listening to or educating the bottles. We're still a loose group in search of some leadership."

"I don't doubt that John Carson's heart is in the right place, but the new company is still scrambling like hell to put out a lot of the fires that they inherited from the Posner era. At least they've got more than a teaspoon of water to deal with it now."

"Under Posner we received absolutely no assistance in the marketplace—no advice, no price support, no nothing. We were going nowhere with them. I mean, we'd see an RC rep maybe once every two years. So, yeah, it's a lot better now. But compared to what?"

"We're finally getting some feedback from the parent company. It seems to be turning around slowly."

### Packaging innovation: C-

"I still get depressed as hell when I think that this is the company that introduced the 16-ounce bottle and the aluminum can."

"RC used to be the king of packaging innovation, but not anymore. That reign ended a long time ago."

"There's still too much carryover from the Posner era to score any significant."

### Consumer advertising: C-

"It's not the ultimate answer—not by a long shot. But the new advertising program is very encouraging. It's a sign of good faith and a modest step in the right direction."

"The few new TV spots that they've given us are very nice, but they're aiming at the so-called X Generation, and that's the wrong target."

"The whole 'Shake Things Up' concept is too hostile. This stuff about motorcyclists kicking ass and taking names really burns my butt. RC Cola used to be fun, you know, it was convivial. It was 'Me and My RC.' And most people over 30 or 35 years old have fond memories of the brand. So why not bring them back? Why do we all of a sudden want to be mean sons of bitches?"

"The new ads are professionally produced and flashy and all that, but I think the money spent in making those ads would be better invested in getting RC into more retail slots. We've got to greet consumers in the supermarket before we invade their living rooms."

"RC has made some major strides in the advertising department. John Carson knows exactly how to fight Coke and Pepsi on our terms."

"Their new advertising is pretty good, but there's just not enough of it. Of course, a year ago we weren't getting anything at all. So maybe I shouldn't complain."

### Concentrate pricing: C-

"I Posner had raised RC Cola's concentrate cost by 7.9 percent, we would have burned him at the stake, we would have fought him and cursed him from here to yonder, we would have sued him. But that's exactly what these people have done: They've carefully and calculatedly handed us a 7.9-percent increase, and we're just sitting here—quietly fuming. Hell, the net effect of that increase is probably over 10 percent, because they've canceled most of the free services we used to get. There are no bargains anymore." **BW**



RC bottlers almost unanimously credit company president and CEO John Carson with opening the lines of communication. Now they'd like him to open the vault.

can't packaging coups today. I'm hopeful that things will get better in the next year or so, but poor John Carson just seems to hit quicksand with each step he takes at RC."

"It's not new management's fault entirely, but they're way behind the rest of the industry when it comes to state-of-the-art packaging. It takes more than touching up the RC logo."

### New products: C-

"It's a shame, really. Coke and Pepsi used to look to RC for new-product ideas. Now we're just trying to stay alive."

"What new products? Other than a few Diet Rite flavors, RC hasn't done much in the way of new-product development."

"I'm confident that the R&D guys are still plugging away in Columbus, GA. But it's to John Carson's credit that he's resisted the urge to roll out any major new products before we get our existing

brands in order. And that could take some doing."

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Freed from the opprobrious grasp of "Victor the Terrible," the warm embrace of ostensibly magnanimous new parents seemed almost too good to be true. But it's still not easy being RC.

## What bottlers think of Royal Crown

**Accessibility:** C+  
It's addition by subtraction, of course. And things are a lot more congenial, to say the least, now that [former RC owner] Victor Posner is out of there. But our ability to regularly reach new management isn't quite what we'd like it to be yet. They're still moving a lot of people around."

"Things certainly have improved, although I never really had any trouble getting hold of anyone at the old RC—except for Posner. He was a real bastard about callbacks. Everyone else there was always as helpful as hell."

"I've seen significant improvement since [RC president and chief executive officer] John Carson came aboard. He's doing everything in his power to open the lines of communication—and to keep them open."  
"Talk is cheap. I think that the company still needs a lot of help in a lot of areas other than just communication skills. We've been having problems with RC for a long time. Sure, I've seen some improvement since John Carson and his new team took over, but it may be too little too late. Victor Posner created a financial rockslide that was an utter disaster for RC bottlers and the company alike. I'm afraid that we'll always be climbing uphill thanks to that [expensive]. He should be tossed into the ocean with rocks tied to his feet."

**Commitment:** C  
"It's unquestionably better than it used to be. I don't feel nearly as neglected by RC nowadays as I did a few years ago."

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

I hate to say it, but one of two wrong steps and we'll be worse off today than we were under Posner—if that's possible."

"We all were pretty pumped up when we left the Fort Lauderdale meeting this past February, but that feeling doesn't last long. Yes, everybody enjoyed that little motivational circus. Considering where we'd been—which was nowhere—it was easy to get caught up in all of that fire and brimstone. And it was terrific to see some fresh new faces with lots of ambition, but now we need to see some results."

"It's not a question of Carson and company being committed or honorable. I'm convinced that they are. No, the big question is whether or not they'll be given the financial resources to creatively lead and motivate the bottler organization. We're more splintered today than we've been in quite some time."

"We've got a lot of ground to cover, but at least we're headed in the right direction. There are still some lines when I have my doubts. But since Carson took over, the future looks pretty good."

### Emergency requests: C+

"It'd actually gotten used to the old company not responding to even casual requests, but they usually reacted pretty quickly in the case of an emergency. It got me thinking that I should have seri-

"Anything beats Posner, but [Triarc principals] Nelson Peliz and Peter May still have to prove to me that they're going to make a long-term investment in my business."

"I'm not crazy about so many Coke and Pepsi outcasts joining the company under Carson. You have to wonder where their priorities lie. What's their long-term commitment to RC?"

"Carson seems to have gathered together a pretty good bunch of people, but they've yet to stir the excitement into the organization that they promised to do."

## Diet 7UP goes solo

Fran Mullin has a problem with the marketplace perception of Diet 7UP, and he made his feelings abundantly clear at the company's recent bottler meeting. "Frankly," he said, "the no-growth perspective just doesn't square with Diet 7UP's reality. When Diet 7UP is properly packaged, priced, promoted and displayed alongside regular 7UP, it performs quite well, and usually outperforms the diet category as a whole."

In all 41 Uncola Development Markets, total Diet 7UP case sales are up nearly 3 percent year-to-date. In foodstores, its volume index also is 103, equal to the diet category; and in all measured channels of trade, Diet 7UP's volume index is exactly the same—103.



"Our challenge is to break Diet 7UP out of the pack nationally—not just in a few markets. The only way I know to do that," Mullin explained, "is to create a separate brand development program for Diet 7UP."

That program kicks off in 1995. Its flashpoint will be a new ad campaign spun off blind taste-test research that found Diet 7UP is preferred over diet colas—especially over the leading diet cola, Diet Coke.

Themed "The Diet Un Won," the stand-alone campaign features two new 30-second spots, supported with a \$6 million network slate. It includes a sweepstakes tie-in with CBS-TV's *Northern Exposure* series; 5 million IRC coupons; and an aggressive wet-sampling program. Diet 7UP also will be the official soft drink of the LPGA Tour.

The two new TV ads humorously depict people uniquely qualified for blind taste tests: a blindfolded man about to be executed by a firing squad; and a blindfolded knife-thrower aiming at a human target. In each case, the unsuspecting party is thrust into the position of comparing Diet 7UP to a diet cola.

While bottlers were impressed with the creative efforts, they were even more appreciative of the free-standing Diet 7UP initiative. "It's an idea that's long overdue," said one.

—Tim Davis

**Unsuspecting consumers precariously compare Diet 7UP with diet colas in two new "executions."**



For this upcoming holiday season, Pepsi-Cola will be releasing 8 new holiday decorated cans, and 4 new holiday decorated glasses. At the present time we don't know how widespread the distribution will be, but we will keep you posted.

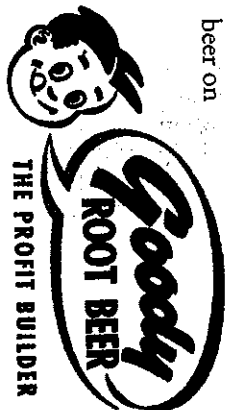
(Tom Kirschbaum)

## Goody, Goody, but hold the gumdrops

### 50 YEARS

Yes, a Goody franchise today means sound, dependable profit for you in the postwar tomorrow! Goody is a stand-out name in any market... a name that you can profitably identify with your business. It's a friend-maker and a guarantee of fully satisfied customers! To keep your customers... give them the best!

GOODY'S creamy, delicious flavor is free of synthetic tastes. Everybody loves it because it's rich, appetizing and satisfying... the best tasting root beer on



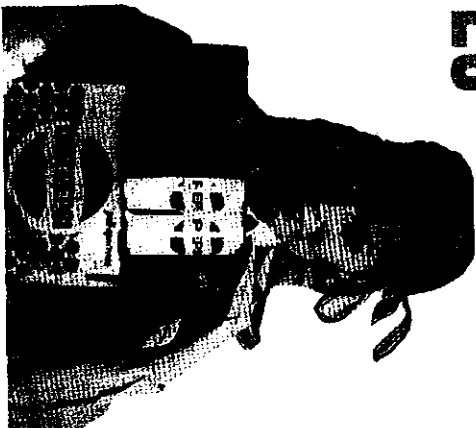
THE PROFIT BUILDER

the market today... GOODY!

—National Bottlers' Gazette advertisement, October 1944

## Pepsi gives generation gap a lot to drink

### 25 YEARS



A new advertising theme for Pepsi-Cola was officially revealed at last month's annual Pepsi-Cola Bottlers' Association conference in Las Vegas, Nevada. "You've got a lot to live... Pepsi's got a lot to Give!"... this is the theme designed to reach across the generation gap, according to James B. Somerrall of the Pepsi-Cola Co. The new campaign, he told the Pepsi bottlers attending the meeting, combines social-action potential with solid business values. Although youth-oriented, the campaign is geared to the entire family.

—SOFTDRINKS article, October 1969

(Beverage World)



The photos on this page were sent in by Stefano Priori. The three 250ml cans above are from Tunisia and the two cans below are part of the 24 can World Cup set from Italy.



Page 12

TOP ROW

- Ocean Spray NFL Blitz game (USA)
- orange
- cranapple
- fruit punch
- ruby red

MIDDLE ROW

- Ocean Spray lemonade (USA)
- Parade orange (USA)
- F & M Orange (USA)
- Hawaiian Punch (USA)

BOTTOM ROW

- Hansens Cherry (USA)
- (last 9 Bill Swanson)
- Diet Coke Win it All (New Zealand)
- Diet Caff. free Coke Win it All (New Zealand)
- Pepsi Northwestern 1994 Football (IL, USA)
- (last 3 Tom Kirschbaum)

Page 13

- Coke 12 can Always Jammin basketball set (Australi
- Scott Ninnis
- Butch Hays
- Adrian Branch
- Terry Dozier
- Scott Fisher
- Graham Kubank
- Leon Trimmingham
- Calvin Talford
- Leroy Loggins
- Mike Mitchell
- Justin Withers
- Darryl McDonald

<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p>	<p>Original MONADE 12 FL. OZ. - 355 mL</p>	<p>Fruity Cherries 12 FL. OZ. - 355 mL</p>
<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p>	<p>PARADE Soda WITH OTHER NATURAL FLAVOR 12 FL. OZ. - 355 mL</p>	<p>WINTAIL 500,000 CASH! 12 FL. OZ. - 355 mL</p>
<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p>	<p>Great Taste ORANGE 12 FL. OZ. - 355 mL</p>	<p>WINTAIL 500,000 CASH! 12 FL. OZ. - 355 mL</p>
<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p>	<p>HAWAIIAN PUNCH FRUIT JUICE BLEND 12 FL. OZ. - 355 mL</p>	<p>1984 FOOTBALL 12 FL. OZ. - 355 mL</p>

<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>SCOTT HENNE</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>SCOTT HENNE</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>LEAGUE DOUGLINS</p>
<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>BUTCH HAYS</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>BRADMAN KUBRANI</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>MIKE MITCHELL</p>
<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>ADRIAN BRANCH</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>LEON THURMUNGHAM</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>JUSTIN WITHERS</p>
<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>WENNY DOORN</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>GALVIN BAUFORD</p>	<p>ALWAYS JAMMIN' COLLECT ALL 12 CANS!</p> <p>DAVID MASON</p>