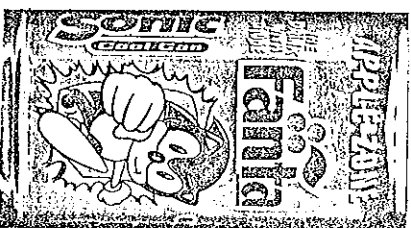
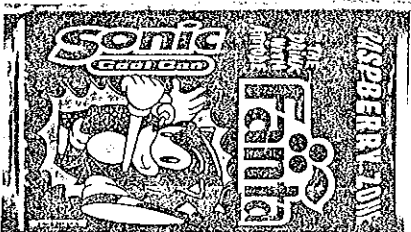
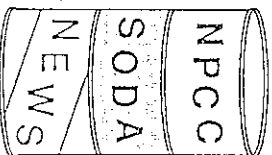


NPCC

CAN - O - GRAM

NATIONAL POP CAN COLLECTORS

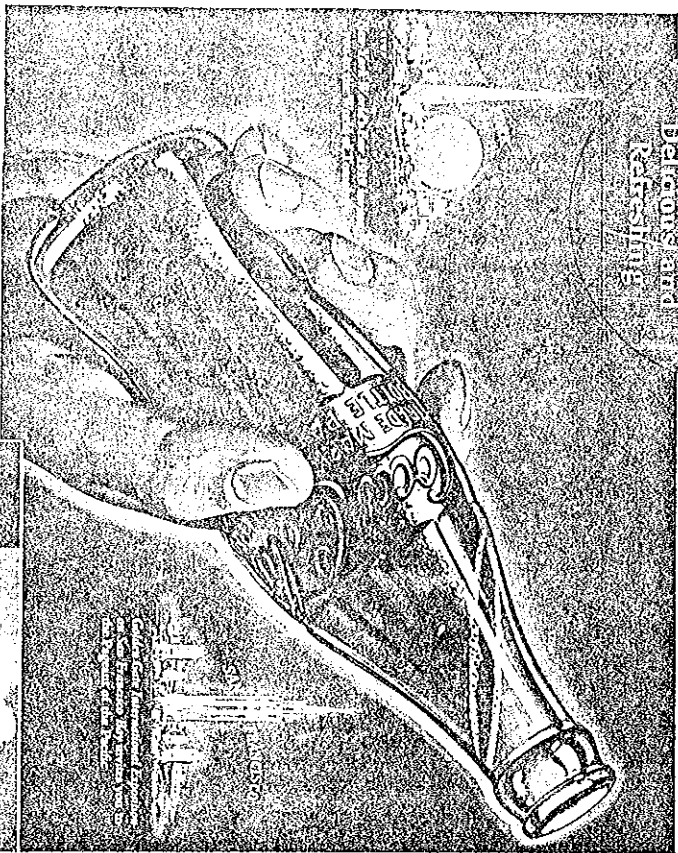
INTERNATIONAL MEMBERSHIP



Drink
Coca-Cola

Delicious and
Refreshing

At the Fair...
and going there



The drink everybody knows

...from New York to San Francisco

Go to the fair. See things...do things...
enjoy yourself. Coca-Cola will be there.
And on the way you'll find ice-cold
Coca-Cola...at filling stations, refresh-
ment stands, on trains, and at airports.
For Coca-Cola has made the pause that
refreshes America's favorite moment.



THE PAUSE THAT REFRESHES... EVERYWHERE

Advertisement from 1939, United States

Date: SEPTEMBER
1994

Volume: 22

Issue: 2

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

SUNDAY, 23 OCTOBER 1994

NPCC EAST COAST TRADE SESSION
w/GARDEN STATE CHAPTER of the BCCA

St. Margarets School

6 Columbia St

Morristown, New Jersey

10:00 am to 4:00 pm

set-up time 8:00-10:00

table rental: \$6.00 per table

Bob Luciano #434, 215-253-4230

Jay Pertingen (BCCA). 908-925-0789

Dear Soda Can Collector,

The responses for the East Coast soda can show have been great. This letter is just to inform you of a date change. The date for the show is SUNDAY, OCTOBER 23, 1994. It was printed incorrectly in the newsletter last month.

If you have not already gotten in touch with me and you plan on attending please let me know how many tables you need. I will reserve the tables in advance and you can pay me at the show. Set-up begins at 8:00 a.m. and the show officially opens at 10:00 p.m. Bring lots of cans!

Thanks a million,

Bob Luciano

To get to St. Margaret's School, 6 Columbia St., Morristown:

From I-287 South, get off at the first Morristown (Morris Ave/Lafayette St.) exit and go straight through the light and under the railroad bridge. Proceed via Spring Str

From I-287 North, get off at the Morristown Madison Ave exit follow Rt. 24 West to the town square. Halfway around the square, proceed via Rt.202 North.

From G.S. Parkway or NJ Turnpike, exit at I-78 West. Stay to the right. Eventually the highway divides. Take the Rt. 2 West side to Morristown, then follow directions from the town square.

Advertising

Advertising

Advertising

FOR SALE/TRADE: 12 can basketball set from Australia \$25 ppd for b.o. cans and \$20 ppd for top opened cans, (U.S. currency). For airmail add an extra \$5 per set. I will trade for Coke items like pins glasses, cups ect... Send your lists. P.J. Buck 3 Wickham Rd, Happy Valley 5159, STH Australia

FOR TRADE: The music set of 12, Lillehammer light and Classic, Always Coca-Cola 0,33 and 0,5, Christmas cans 92 and 93 and New the football set of 18 They are all from Germany plus other soda cans Angelo Zannin, Eichenkamp 23, 38524 Stude Germany

FOR SALE: I still have many European pop cans (Pepsi, Sprite...) from 70's and 80's for sale (70¢ each plus postage) Special price for the whole stock. Fabio Pecora, v.le Tito Labieno 173, 00177 Roma Italy

FOR SALE: Straight steel or curve cans. Blondie 7up state cans. Write for my list. Steve Frost 3062 Burr Oak Ct., Kettering OH 45420 USA

FOR SALE/TRADE: 70's until present soda cans (ice tea, orange, grape ginger ale, lemon lime, lemonade, red pop, cherry, chocolate, fruit punch) anyone interested in cans please give me a call or drop me a line. A great deal awaits you! Greedy Bundy, 5472 Darcey Rd, Columbus OH 43229 USA Ph (614) 436-3253

FOR SALE: Still have several complete sets (56 cans) of the 1993 Coke NFL helmet cans. Will sell for \$85 per 56 cans plus the postage. Robert Russell, 29 Red Barn Circle, Pittsford NY 14534 USA

FOR SALE/TRADE: All types of soda, Pepsi, Coke cans and magazine ads for sale or trade. I also have fast food toys, maps & misc. collectibles. I collect Pepsi only. Send me your list. Debbie Rose, 3500 Beechgrove Rd, Moraine OH 45439 USA

Advertising

Advertising

Advertising

WANTED: Trading partners from all over the world to trade Coke cans from your country for Dutch Coke cans. Write me!! I'll answer all. Marcel Wiegerinck, W.Alexanderstr 2A, 5671 XB Nuenen The Netherlands

WANTED: New collectors from all over the world to contact me. I can supply many Coke cans from Europe and all Coke cans from Italy starting from 1990. Don't hesitate to write. Fabio Pecora, V.le Tito Labieno 173, 00174 Roma Italy

WANTED: Sports related Coke cans and 8oz Coke bottles. Will buy or trade. Please send trade list & want list with prices. Ron Schwinen, 2205 Hess Dr, Cresthill IL 60435 USA Ph. (815) 725-0505

WANTED: All kinds of Flintstones cans (3 or 4 of each if possible). For trade: Coca-Cola series, soda, wine and beer cans from everywhere. Berrie Helmond, De Cope 35, 3421 XK Oudewater The Netherlands

FOR TRADE: Looking for Aladdin cans from anywhere (bottom opened) also '84 olympics (also bottom opened). I have for sale/trade '92 & '93 NFL, Shula and other Coke cans. Steve Frost, 3062 Burr Oak Ct, Kettering OH 45420 USA Ph. (513) 293-0739

FOR TRADE: Coca-Cola Belgian World Cup players set of 14. Host countries of the World Cup (Netherlands set of 14) and coming soon from Germany the lands set of 14) can set Bundesliga-Kollektion. Marcel Wiegerinck W.Alexanderstr 2A, 5671 XB Nuenen The Netherlands

HAVE YOU TRADED CANS LATELY?...
If you haven't traded cans recently place an ad in the next issue of the Can-0-Gram. The ads are free so send it in today!

W E L C O M E N E W M E M B E R S

WILLIAM SMITH #1105
7953 Old Floyd Rd
Rome, New York
U.S.A. 13440
315-865-8504

LARRY JONES #1107
129 Castlewood Dr
Gary, North Carolina
U.S.A. 27511
919-469-3241

SZALAY TAMAS #1106
Ujpesti NKP 8
Budapest, 1137
Hungary
unlisted

AMIR EINAV #1108
PO Box 1044
Nazaret Illit, 17100
Israel
06-5709110

WELCOME BACK RETURNING MEMBERS

FRED BOGDAN #1
3014 September Dr
Joliet, Illinois
U.S.A. 60435
815-436-2115

RAY SMOLEY #419
5358 S Broadway
Wichita, Kansas
U.S.A. 67216
unlisted

BILL LEFF #636
729 Emerson #2E
Evanston, Illinois
U.S.A. 60201
708-492-8449

GEFF MOORE #670
1322 Huffine Rd
Johnson City, Tennessee
U.S.A. 37604
615-928-2789

DONALD MAVS #945
214 E University Rd
Ada, Ohio
U.S.A. 45810
419-634-9511

MAX McCLENDON #1080
3903 W Arkansas
Durant, Oklahoma
U.S.A. 74701
405-924-5248

CHRIS LADFOGED #33
656 Thurber Dr W #C3
Columbus, Ohio
U.S.A. 43215
614-228-8938

BILL SWANSON #516
1728 Flamingo Dr
Eagan, Minnesota
U.S.A. 55122
612-683-0501

CHRIS & FREDA ELLIOT #642
RR 4, Box 4776, Punny Farm Rd
Cleveland, Georgia
U.S.A. 30528
706-865-5654

ROGER MILLER #671
208 E Holland St
Archbold, Ohio
U.S.A. 43502
419-45-9686

WIN HURLEY #1069
709 Mardock Rd
Baltimore, Maryland
U.S.A. 21212
410-377-6376

CHRIS POLLACK #365
2112 E Unaka Av
Johnson City, Tennessee
U.S.A. 37601
615-434-9138

BILL BESEFER #575
2614 Dandbury Dr
Longmont, Colorado
U.S.A. 80501
303-772-6464

JOHN BAUERLE #669
97 Brothers Rd
Wappingers Falls, New York
U.S.A. 12590
914-297-8062

DEBBIE ROSE #758
3500 Beechgrove Rd
Moraine, Ohio
U.S.A. 45439
513-859-7630

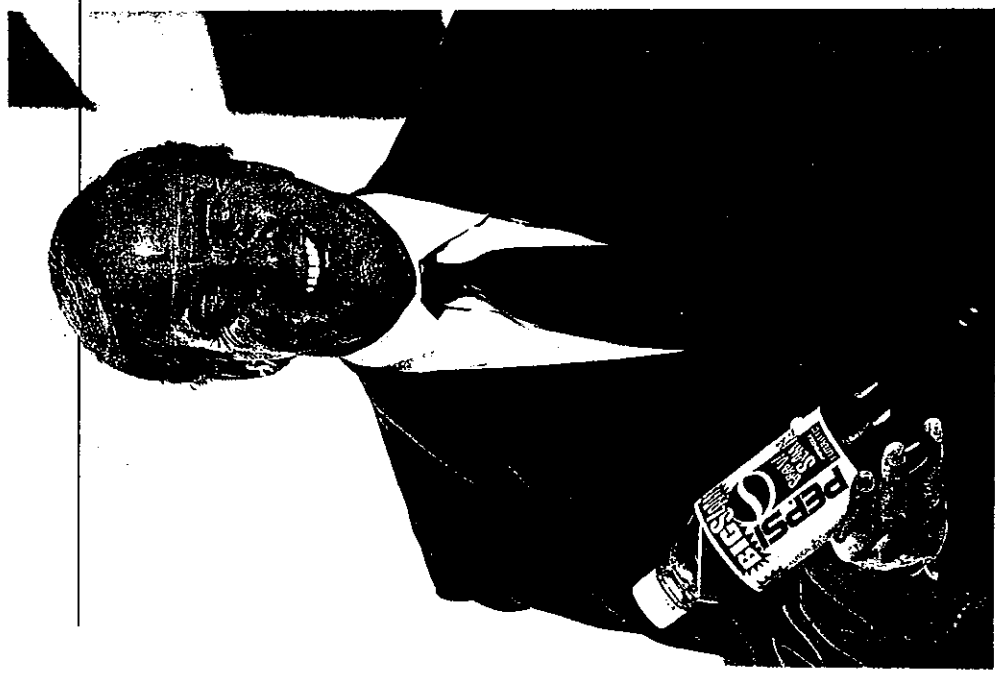
FABIO PECORA #1078
Viale Tito Labieno 173
Rome, Italy
06-7158-3816

CHANGE/CORRECTION OF ADDRESS

WILLIAM RICHARD MATYAK #630
Parridge Run, Apt #103
538 S Sobotta Ln
Arcadia, Wisconsin
U.S.A. 54612
608-323-3135

TERRY RUSSELL #1077
5573 Quicksilver Dr
Westerville, Ohio
U.S.A. 43081
no update given

 CAN SWAP CIRCUIT
 AS A SERVICE TO NPCC MEMBERS A NEW MAIL SWAP PROGRAM IS BEING INITIATED. IT WILL BE THE CIRCULATION OF A BOX OF 24 BOTTOM OPENED CANS AMONG 12 MEMBERS IN DIFFERENT PARTS OF THE COUNTRY. WHEN A PERSON RECEIVES THE BOX, HE OR SHE MAY REMOVE ANY CANS THEY NEED PROVIDED THEY CAN REPLACE THE REMOVED CANS WITH BOTTOM OPENED SIMILAR CANS THAT WILL NOT CREATE MORE THAN TWO CANS OF ANY ONE ISSUE. THE BOX IS THEN SENT TO THE NEXT MEMBER WHOSE NAME AND ADDRESS WILL BE IN THE BOX.
 THE FIRST SWAP BOX WILL HAVE ONLY SPECIAL CLASSIC COKE CANS. FUTURE CIRCUITS WILL EMPHASIZE OTHER TYPES.
 IF YOU ARE INTERESTED IN PARTICIPATING, SEND A 6 PACK OF LOCAL CLASSIC COKE CANS (BOTTOM OPENED) AND ONE DOLLAR TO THE CAN SWAP DIRECTOR:
 FRANK HELLER, 400 DENVER ROAD, BARTLESVILLE, OKLAHOMA 74003
 A CIRCUIT WILL BE FORMED FOR EVERY 12 RESPONSES. IT WILL BE MORE FUN FOR ALL IF MEMBERS KEEP THE BOX MOVING.
 TRAVEL TIME WILL NOT PERMIT CIRCULATION OF THE BOX OUTSIDE THE USA. OUR NON USA FRIENDS MAY PARTICIPATE IF THEY GET A USA AGENT TO ACT IN THEIR BEHALF;
 THE DOLLAR IS TO COVER EXPENSES AND THE 6 PACK IS TO BUILD AN INVENTORY TO MAINTAIN VARIETY IN THE CIRCUITS.
 TRY THIS. YOU WILL HAVE FUN.



BY LARRY JABONSKY

Pepsi-Cola Company, knows the score. Having braved 1993's sordid syringe fluax, the coolly focused executive intends to turn up the heat this season. Summer of love? Not unless you count Pepsi's impending sponsorship of Woodstock II, August 13 and 14 in Saugerties, NY. And the hippie sentiment will not be availed to the competition. If music remains the company's unalloyed force (The Young, Have Fun. Drink

Pepsi-7). Campbell means to blast the volume, accenting two particularly potent trademarks: Pepsi and Mountain Dew.

Not to mention the total beverage plank, bolstered by sturdy ties with Lipton and Ocean Spray, and the ongoing expansion of All Sport. And some reclamation projects, too: the reformulation and repositioning of Crystal; and the value-priced resuscitation of Slice, now repackaged and extended into nine flavors, including the newly bowed Dr. Slice.

Ultimate Challenge? Beyond the so-named summer flagship campaign, featuring wacky actor Michael Richards (Kramer on the *Seymour* sitcom), Pepsi's most ambitious task would seem to be the implementation of Diet Pepsi fresh-

ness dating in its most important selling channel. Brand Pepsi volume is up 11 per-

cent season. Indeed, when the system began debating the concept two years ago, Campbell recalls, "It was as if we were gambling with Armageddon."

But with most of the domestic Pepsi network already "revolutionizing the way soft drinks are sold," he assures, "We're here. We did the homework; we're executing against it; and the consumer gets it."

Next subject? It should be so simple. Freshness dating has as many critics as private-label products have lives. And it's high on Campbell's agenda to tackle their latest incarnation. In fact, he considers the premium private-label threat to be "the main question out there."

Potentially complicating these efforts are reportedly looming Pepsi work-force reductions and related cost-cutting measures described by one anxious bottler as "the mother of all restructurings."

Not to worry, Campbell relents: "You'll get those rumors any given month. I've been at Taco Bell for four months now," he facetiously appends. Campbell's a Right Side Up guy, of course. Still, following January 1993's inverted reorganization, he acknowledges, "I look a year to really begin to work effectively with the revised structure. But we're in pretty good shape at this point."

Sure enough, scanner-derived IR data through May 15 puts year-to-date corporate Pepsi volume up 4.4 percent to a 29.0 percent share of the US supermarket channel. Brand Pepsi volume is up 11 per-

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 ads 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

 A T T E N T I O N

POP COLLECTORS

Do you collect pop items? Would you like to meet other people who also collect? We meetings every other month (six times a year) and you get a newsletter every other month (also six times a year). The cost is only \$5.00 for two year. Return the application below (copies accepted) along with \$5.00 chapter fee to:

Steve Frost
 3062 Burr Oak Ct
 Kettering, Ohio 45420
 (513-293-0739)

Name _____
 Address _____
 City _____ State _____
 zip code _____ Phone () _____
 Collect _____
 Any other Hobbies _____

Can we have a meeting at your home? YES NO

Pepsi brand development boss Jeff Campbell plans to have some fun this season. Really, he has the trademarks to let the notion last all year.

THAT SUMMER FEELING

cent to a 14.4-share, with Diet Pepsi up 4 percent to a 5.5-share. Mountain Dew has surged 20 percent to a 3.6-share, and Slice volume is up 11 percent to a 1-share.

Edible background

Now responsible for Pepsi's core-brand marketing and advertising programs, Campbell, 50, also oversees its ethnic marketing, market research, public affairs, media and entertainment activities. He joined the company as senior vice president and executive assistant to president and CEO Craig Weatherup in 1991.

Campbell's been around, all right. After beginning a career in advertising with Dancer, Fitzgerald, Sample in New York, he flipped to Burger King in 1971, and was named its president and CEO in 1983. Campbell became chairman of Pillsbury's Restaurant Group, which included Burger King and other chains, in 1987.

He owned and operated two restaurants in North Carolina and Tennessee for three years prior to taking the Pepsi challenge. food for thought? And how.

"It's going to be a lot of fun this summer," Campbell concludes, mulling the possibilities from his Somers, NY office. The following interview, conducted along with *Beverage World* president and publisher Jerry Keller, transpired at Pepsi headquarters on May 31, 1994.

BW: Let's begin with your big brands legacy. Recent sales results indicate they're back. Had they ever really left?

CAMPBELL: I doubt it. The theme of our annual report for 1990, the one with the sunni wrestler, was "The Power of Big Brands." As you reflect on what we've been doing these last few years, and what we're looking at for the future, you could expand that to "The Power of Strong Trademarks," which is probably more precise. And they do have power. Even in an era in which private label is yet again having one of its cyclical upturns, the power is still there. Our challenge is to practice good stewardship of those powerful trademarks.

BW: How do you explain the recent softness of the cola category, particularly diet colas?

CAMPBELL: Part of what's happened is that the diet colas' growth rates were so strong during the 80s that both of the major companies threw a lot of resources behind them to ride that wave. During that time, if you really dug into it, you'd find that brand Pepsi and Coca-Cola classic weren't growing that rapidly. What happened was that we changed resources around to go with the strongest growth vehicle.

When the diets slowed down at the beginning of the 90s, it took a while to readjust to that fact. What you're seeing now is a resurgence of the rydgers—for both brand Pepsi and Coca-Cola classic. There's also a resurgence of the diets, but not to the same extent. What's happened is that we've recalibrated the way



Pepsi means to blast the volume with proprietary packages including (from top): the one-liter PET Big Slam; the grippable, 20-ounce plastic Fast Break; the double-staked, 24-can Cube; and its 30-can cousin, the Block Party.

Pepsi knocks on SA's door

By ZILLA EFRAT

PEPSI-COLA is set to announce tomorrow its return to the South African market after a ten-year absence.

According to sources the announcement will be made by James Lawrence, Pepsi-Cola International's president for Africa, Asia and Middle East, who will arrive in South Africa over the weekend.

He may be joined by a South African who has worked for rival Coca-Cola around the world and now heads a consortium of foreign investors said to be ready to put at least \$15-million into the SA Pepsi deal.

The franchise to produce and distribute

certain Pepsi products in the Transvaal has been secured by New Age Beverages — a company headed by former Afgen managing director Khehla Mthembi.

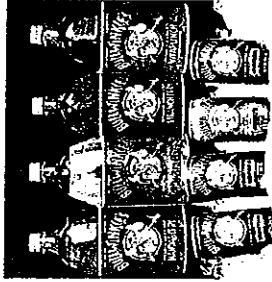
Products soon to become available in SA include Pepsi-Cola, Diet Pepsi-Cola, Seven-Up, Mirinda and Shani Ginger Beer.

Pepsi has kept its plans for investing in South Africa under wraps but has been known to be planning a comeback for well over two years.

(GAVIN JACOBSON)

Hey Rocky, watch Smith pull a nice cold Bullwinkle's Soda out of his hat

Maybe it's just a coincidence, or maybe Moose-ronies will follow New Age and RTD (en as the next booming beverage category. In any case, an antlered beverage, this one from Frostbite Falls, is aiming to increase its presence.



Vitamins make Bullwinkle's no bull.

After 18 months of testing, Vitamins Beverage Corporation (VitaBev), which is actually based in Lafayette, La., has introduced its line of Bullwinkle's vitamin soda pop and vitamin punch, named after Jay Ward's lovable but dimwitted cartoon mouse, to the California market. VitaBev, in an agreement which also includes MCM/Universal Merchandising (Universal City, CA) and Jay Ward Productions (Los Angeles), intends to gain distribution for the product throughout the United States and Canada over the next 14 months.

Initially unleashed on an unsuspecting Interbevy crowd in Chicago, the beverages will be pre-mixed to include 15 percent of the current US recommended daily allowance of vitamins per 12-ounce serving. VitaBev pres-

ident Larry Smith, a second-generation Pepsi, Dr Pepper and Seven-Up bottler, notes that consumer shifts toward "better for you" products are becoming more evident each year.

"The giant franchisers know that consumers want 'nutrition permits' to purchase family beverages," says Smith. "Eventually, the big soft drink makers must enrich the beverages with nutritive benefits, or lose customers in the growing trend toward healthy choices."

The product, described by Smith as a "marketer's dream," is available in four un-moose-takable flavors: "Strawberry," a strawberry and cherry flavored drink; "Mandaberry," a mandarin orange/mixed berry product; "Mooseberry," a blueberry/lemon combination; and a purple punch called "Vitapunch," the only non-carbonated member of the Bullwinkle's Brigade, brightly packaged cans and plastic 2-liter bottles will feature Bullwinkle and his straight-arrow squirrel sidekick, Rocky.

Seven-Up/RC Bottling Company of Southern California (Vernon, CA) will manufacture Bullwinkle's and distribute all four flavors through its Avalon Division.

To facilitate awareness with the target audience, VitaBev plans to host contests in high schools and universities, rewarding Rocky and Bullwinkle advertising ideas with advertising scholarships.

"We'll spend cooperatively with our bottlers to encourage scholarly youth with 'Ward Family Scholarships,' named after Bullwinkle's creator, Jay Ward," says Smith. Given that Rocky and Bullwinkle ruled the animated airwaves 30 years ago, it may not be a bad idea to target Mom and Dad, too. — Robert Empراط

lot of trial because it had the Pepsi name on it, but that was a misdirection in terms of what the product expectation should have been.

If there's an opportunity for Crystal, we think it's as kind of an edge flavor that plays into who its constituency has been from the beginning: where it sources volume; and what it tastes like, particularly in the reformulated product.

BW: What stateside possibilities exist for Pepsi Max?

CAMPBELL: It's possible in a couple of ways.

BW: Especially since it's available in a couple of ways.

CAMPBELL: Yeah, and a lot of that depends on what happens with sweeteners being approved here in the States. Internationally, as you know, it's a blend of aspartame and acesulfame-K. And the plot there is that it has zero calories with the same great taste of a regular. In Canada it's a mid-range product with a similar idea. It's a lot less calories with the same great taste. We think both of those are interesting. We've got two-thirds of the world doing a test market for us, which we're grateful for.

BW: So it's a possibility in the US?

CAMPBELL: Oh, sure. It's a possibility we'll do one version or the other.

BW: Which one is most intriguing?

CAMPBELL: Well, they're both intriguing. The question is when does Ace-K enter the picture and how might that affect your thinking. But we think both are interesting, and there's a definite possibility there to do one or the other.

BW: You weren't here when Pepsi tasted 15-calorie Jake's Diet Cola in 1987?

CAMPBELL: No, but it still resides in the institutional memory bank.

If we decided to pursue a mid-calorie version of Max in the States, all of those memory cells would come immediately to the fore.

BW: There seems to be a different consumer out there now than when Jake's was around.

CAMPBELL: Yeah. While a large group of people still see "zero calories" as a big value, there's a lot of evidence that it doesn't have



"Slice was an entirely different animal when it was first introduced," says Campbell. "Now it's 1994." (And the value-priced line features nine different flavors.)

we're going at the market.

BW: With so many different products out there, perhaps too many for any one system to efficiently absorb, how do you prioritize your brand mix nationally?

CAMPBELL: It's pretty easy to sort out some of the prioritization just by the sheer volume base of each of the trademarks. For us, the Pepsi trademark is about 2 billion cases. So it's pretty easy to figure out what your number-one priority is.

The Mountain Dew trademark is now about 0.5 billion cases, which is getting close to the size of Diet Pepsi. It's a \$2.8 billion brand at retail. So that's a pretty good second priority.

Then we've got the joint ventures with both Lipton and Ocean Spray. They're not only highly meaningful entities for us in a total beverage sense, but those companies spend a lot of money driving the value of those trademarks. So you could say trademarks three and four are Lipton and Ocean Spray.

We've got two other really key marks. Slice, which had been dormant for a number of years, although we think we've found the solution to the future of that mark, and All Sport, which is our newest introduction affect total system growth?

CAMPBELL: We got a big bump of growth at the front end of the year from Crystal. A lot that proved not to be sustainable. A lot of that volume was coming from flavor users largely outside of our portfolio. Crystal behaved like a flavor as opposed to a cola.

BW: Yet at the same time flagship Pepsi and Diet Pepsi were having less than banner years.

CAMPBELL: Well, one of the things that impacted Pepsi and Diet Pepsi last year was that we played a little bit of a zero-sum game with ourselves in-store in terms of merchandising. We got more incremental volume out of Crystal than we got incremental space for it.

BW: Some of your bottlers seem relieved



"Dew is pretty strong," Campbell understates. "One of our contentions is that the biggest threat to its growth is management."

(Beverage World)

One-cola pitch sells on campus

By Howard Goodman
PENNNSYLVANIA STATE UNIVERSITY

Have a Coke? Not at Cheyney University or West Chester University. Not at any of the dozen other former teachers colleges now known as the Pennsylvania State System of Higher Education. The schools have signed a deal giving the Pepsi-Cola Co. exclusive rights to sell its soft drinks, teas and juices on the 14 campuses. In exchange, the schools will get cash, vending machines, food-service consulting and computer software totaling \$23 million over the next 10 years.

The universities' thirst for the cola money is especially keen at a time when the state appropriation per student is shrinking. Scott Shewell, a spokesman for the confederation of colleges, said the Pepsi money will be the schools' third-largest source of income, next to state funding and tuition.

According to the deal, the schools will get chunks of the money right away, which they plan to use to construct and renovate buildings and to buy instructional equipment and library books — purchases delayed by budget belt-tightening.

The Pepsi pact is yet another escalation of the Cola Wars, collegiate front. As the soft-drink giants struggle to outposition each other nationwide, at least a dozen universities have signed long-term contracts granting Coke or Pepsi monopoly pouring rights.

Among them is Pennsylvania State University, which signed a \$14 million 10-year exclusive with Pepsi in 1992. The deal allowed Pepsi to advertise on the Nittany Lion football stadium scoreboard and in the printed programs. In addition to projected profits from soft-drink sales, Penn State got about \$8 million. The money is helping in the construction of a huge athletic-convention center and expansion of the student union and main library.

(Philadelphia Enquirer, Bud Frank)

Pepsi's 14-campus deal

The newest deal affects the state system — an 11-year-old confederation that also includes Shippensburg, Millersville, Kutztown, Slippery Rock, Bloomsburg, Clarion, Edinboro, Indiana, California, Mansfield, East Stroudsburg and Lock Haven Universities.

Pepsi will pay the schools \$9.5 million to become the sole soft-drink purveyor to the combined 96,000-student population. In addition, the colleges stand to earn an estimated \$12 million in beverage profits, school officials said.

The deal also includes \$1 million in donated vending and fountain machines, \$250,000 in food-service consulting and \$250,000 for software to help students locate scholarships. "Students will be the primary beneficiaries," Shewell said.

Besides its soft-drink products, Pepsi will provide Lipson Teas and Ocean Spray juices, manufactured under partnerships with Pepsi.

With 14 million students attending 3,500 colleges and universities across America, academia is a vast and untapped cola market, teeming with consumers of prime cola-drinking age: 17 to 25 years old.

More often in this market, Coke is it — its products are sold at 85 percent of U.S. campuses, compared to 70 percent for Pepsi.

Complaints fizzled fast

Pepsi prefers to speak of its latest Pennsylvania victory not in terms of vanquishing the competition, but as "an investment in the future."

"It's our hope and expectation that as students go on in life," said Chris Romoser, a Pepsi spokesman, "they will continue to consume Pepsi products and be part of the Pepsi generation."

Coca-Cola, which has corralled such campuses as Rutgers University, Oregon State, Texas A&M and the University of Indiana, views the game in much the same way.

"A basic tenet for the marketing of Coca-Cola is that we like to be where people are having fun and enjoying themselves," said Rob Laskin, a Coke spokesman. "Most people will tell you that they had a good time in college, and we're trying to be there with them."

Though Pepsi has been ubiquitous at Penn State for nearly two years, there have been no revolts from parched Coke loyalists. "There were a couple of comments the first couple of weeks," said Bill Mahon, spokesman at the State College campus, "then that was about it."

Some of those early critics voiced alarm that the university was selling out its name to a corporation. But entrepreneurship seems an inescapable title as campuses look for new sources of revenue.

The state system, for instance, is looking into writing exclusive contracts for computing and long-distance phone services. Shewell said — now that it has seen what a tonic Pepsi can be.

"Look, students can still walk across the street and buy a Coke," said Mahon of Pepsi-sodden Penn State. "They can stock it in their dorm refrigerators. This is not rocket science. This is not about changing anything that is fundamental to the university. We're just talking about a soft drink here."

quite the force, per se, that it did 10 or 15 years ago. People have accustomed themselves to drinking beverages that they would qualify as "better for you." So we probably have more permission to play with calories than we might have had a decade ago.

BW: Is freshness dating a non-issue if a more stable diet sweeter is available?

CAMPBELL: No, I don't think so. First of all, we don't know what sweeter will become available when, or what its properties will be. But the commitment to deliver the freshest-tasting product — and the two-plus years of work we did to make sure we had the capability to deliver and rotate product in such a way that the consumer could be assured of it being fresh — will never be anything but a positive as far as we're concerned.

So if we've learned that behavior and convinced the consumer that everything we sell them is fresh, and we suddenly find that two years down the road a new sweeter makes it easier for us to do that, then we'll still be happy that we've made the effort.

BW: Is freshness dating a viable issue for regular products?

CAMPBELL: No, I don't think so. **BW:** But it couldn't hurt?

CAMPBELL: Yeah. If we're committed to freshness and we're going to do the work for our most sensitive products, let's do it across the board. When [Pepsi-Cola North America president and CEO] Craig [Weatherup] and I went around in the last couple of weeks before the launch, a lot of the bottlers were saying maybe we should have pushed harder on getting regular Pepsi earlier in the cycle.

I think we made the right decision; leading with diets made a lot more sense because the consumer understood that. Is it an issue with regulars? No, but it's part of the same commitment. Everything has a peak period for the way it tastes, and when you're selling taste you need to be cognizant of that.

BW: So you'd say it's working?

CAMPBELL: Right. The strongest indicator is the feedback we're getting from consumers, which has been all positive — and the volume has been up.

BW: To what degree would you estimate undated product has impacted the recent success of diet cola sales?

CAMPBELL: Oh, as a piece of the softness of diet cola sales, it was one issue among a number of issues. In terms of its importance to the diet consumer, I think it was significant. Now, making the connection between those two points is a job for a

room full of philologists. But if one of the things you're trying to do is to drive volume on Diet Pepsi, then the last thing you could tolerate is people having a bad experience with the product on any number of occasions.

BW: Do you envision a day when all products on Pepsi rotate tracks



are Pepsi products or those, like Lipson and Ocean Spray, born of joint ventures?

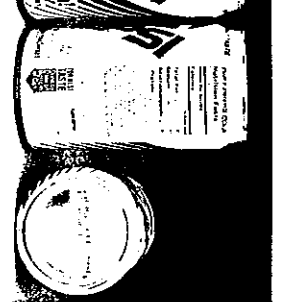
CAMPBELL: The I think we'll still have non-proprietary alliances out there? Oh, yeah. But I think over time — over the next two to five years — there will be a progressive rationalization of what the SKUs are.

You'll see an active rationalization of our own SKUs, too, even on some of the bigger marks, where we've got packages that may not make sense. I think you'll see greater clarity around where we're pinning our bets as a total beverage company, although there will be in water or root beer.

BW: How do you determine what makes best sense for Pepsi development versus having your bottlers fill certain shelves with non-carbonated products?

CAMPBELL: There'll be more active rationalization applied to logic as we look at the track. At the end of the day, we've got to produce a rate of earnings on a consistent basis for the stockholders. It's pretty logical where you're going to get it out of that portfolio.

Will we be a total beverage company? Yes. Will the big trademarks drive it? Yes. And everything else will be progressively rationalized as we go. It will not preclude, by the way, being a partner with a Dr. Pepper in a good chunk of the country. That makes a lot of sense for us. There's this whole range of smaller ideas that may or may not fit,



"Freshness dating is a perfect example of the Right Side Up philosophy in action." Campbell contends. For Crystal, he allows, "The process was very different."

but that's what they are — smaller ideas.

BW: What do you make of Coca-Cola's introductions of Funtopia and Oh So Soft?

CAMPBELL: They strike me as kind of last-minute ideas, as a matter of fact. I just got a voice-mail over the weekend that Coke's offering free cases of Funtopia to the trade if you buy a certain quantity of Coca-Cola. And the trade [reportedly] said that this stuff just won't sell; it won't move. With Funtopia and Oh So, I think we're looking at some last-minute, throw-together ideas that are going to turn out not to be very much in the marketplace.

BW: You'd lump them together in that regard? At first Funtopia has a role model in Snapple?

CAMPBELL: Right. Why do I need a Snapple wannabe? If I'm a 17-year-old drinking Snapple and I think it's great, why would I want what's so transparently a guy from Coca-Cola in a suit telling me it's cool as opposed to something I've discovered for myself, which I think is cool? It seems like it's trying too hard. And the fact that they're already giving it away suggests to me that there's not a big sound of suction out there in the marketplace.

OK to me is an attempt to ape Mountain Dew and put some hip, Generation X-type positioning around it. But it also seems to be trying too hard. I hear them talking about throwing a lot of ideas out there and seeing what sticks, but that's what it looks like. It looks like they're throwing lots of ideas out there and hoping something will stick. I'm not sure what consumer needs they're filling that aren't already filled. I don't know. I think there's a lot of

TOP ROW

- Fanta (500ml) (Australia)
- (P.J. Buck)
- Pepsi (500ml) (Germany)
- Pepsi Open It Win It (U.K.)
- Tesco Value Cola (U.K.)

MIDDLE ROW

- Sainsbury's Cola (U.K.)
- Sainsbury's Diet Cola (U.K.)
- Minute Maid Apple (Belgium)
- (last 6 Vincent Bastien)
- Diet Coke Six Flags (NJ, USA)

BOTTOM ROW

- Diet Coke \$5.00 Off Carowinds (NC, USA)
- (last 2 Jerry Pollack)
- Diet Coke "TADINI CIKAR" (Turkey)
- Coke Win Mazda Hatchback (Turkey)
- Coke Joker Game (Austria)
- (last 3 Nicolodi Francesco)

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- Pepsi Northwestern '94 Football (IL, USA)
- Coke Always (Taiwan)
- (last 2 Tom Kirschbaum)
- Coke Arrivederci Mario 1994 (PA, USA)
- (Bob Luciano)
- Dr. McGillicuddy's Root Beer (USA)
- (Tom Kirschbaum)



Russia



Poland

thought that he's physically there means that we can't get to his consumer base quicker or stronger than he can, which doesn't stand up. Another one is that value is defined entirely by price and that there's no role for equity or innovation in the mind of the consumer. There's lots of evidence that those things matter to the consumer on a value basis.

brands begin to assert themselves to those retailers who aren't interested in a balanced approach? Don't assume we're just going to sit there and take it! We don't have to.



With pop icon

Weatherup off the air since completing the freshness-dating campaign's first phase, wacky actor Michael Richards stretches himself for Pepsi's Ultimate Challenge.



THE ULTIMATE SUMMER BEVERAGE

for national brands. And there may be a role for private label, but in some kind of balance that works for everybody.

commitment to quality. Crystal was a product idea that emanated from head-quarters. The process was very different.

The evidence is accumulating that the guys who go overboard on private label as they get down the road may be doing less in CSDs overall, and may be eroding their economic situation versus enhancing it. You listen to Nichol too long and you think it's great. Then you start looking at the assumptions and it seems that national brands are becoming complacent host organisms. That's not likely to be the case.

So what happens when the national

a guy we thought could do different things for us over a five-year stretch. He was likely to be such a combination of a key figure in pop culture and at the same time a very talented, charismatic spokesperson that we thought, on a longer-term basis, periodically, his use would make sense. I think that's turned out to be the case.

BW: And Cindy Crawford?
CAMPBELL: We just like Cindy. We just want to be with her.
BW: What of pop icon Craig Weatherup?
CAMPBELL: Well, Craig has now replaced Cindy, as a matter of fact, and he'll be on the cover of People any day.
BW: Has Craig's stint as an ad spokesperson ended now that you're in the second phase of the freshness-dating campaign?
CAMPBELL: Yeah. That was always intended as the first phase, to get the message across. So that's probably related to the history you're talking about, unless a good offer comes along.
BW: At the risk of cutting with a fluid, has Pepsi become a total beverage company due to the success of traditional soft drinks or have traditional soft drinks softened somewhat because companies such as Pepsi have opted to push alternative beverages like Libion, Ocean Spray and All Sport?

CAMPBELL: It's a combination of the two. The trick is determining the logic for total beverage. If you're going to grow when the population's not growing real fast, and people tend to be consuming about the same total amounts that they do every year—particularly when the rate of cola growth, which is your biggest element, is slowing—just doing—just showing—then you're probably smart to hedge your bets by getting into more categories in a significant way. That's eminently wise as far as I'm concerned.

The trick is not to create a self-fulfilling prophecy in the process. And one of the ways you avoid doing that is to just keep current with the math. If you've got 2 billion cases of colas, you're not going anywhere without those beauties. So the moves that you make to do the other things cannot be at the expense of those brands. You're not going to get the other stuff big enough soon enough to have that luxury. You've got to make sure you manage it and balance it.

A year ago that would have been a hotter issue in the system than it is today, because things have sort of found an equilibrium. But it's a very good question. Any strategic direction that any company takes is usually going to involve some kind of choice, some kind of trade-off that's going to have to be managed in the process. **BW**

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TOP ROW

- Coke (500ml) (Australia)
- Coke (500ml) (Australia)
- Diet Coke (500ml) (Australia)
- Sprite (500ml) (Australia)

MIDDLE ROW

- Coke Maximum Impact (New Zealand)
- Zing cola (Australia)
 (last 6 P.J. Buck)
- Pepsi Apollo 11 (OH, USA)
- Pepsi Ducks 5 (IL, USA)

BOTTOM ROW

- Coke '93 High School Finals Rodeo (USA)
- Coke '94 High School Finals Rodeo (USA)
- Coke Keep the Virgin Islands Beautiful (V.I.)
 (last 5 Debbie Rose)
- After the Fall Amaretto Almond (USA)
 (Bill Swanson)

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TOP ROW

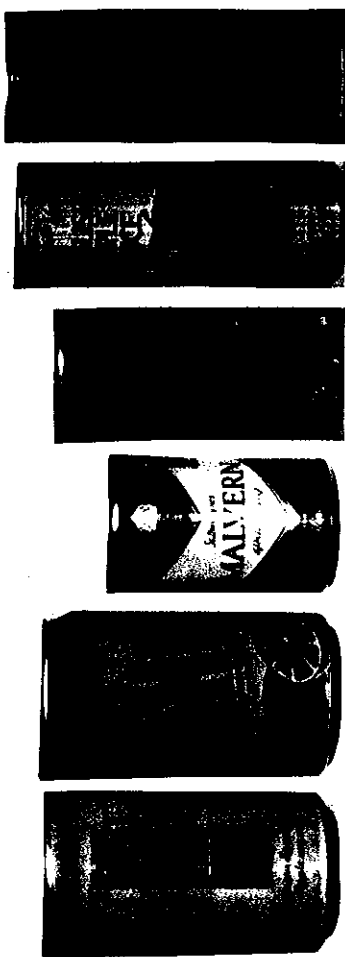
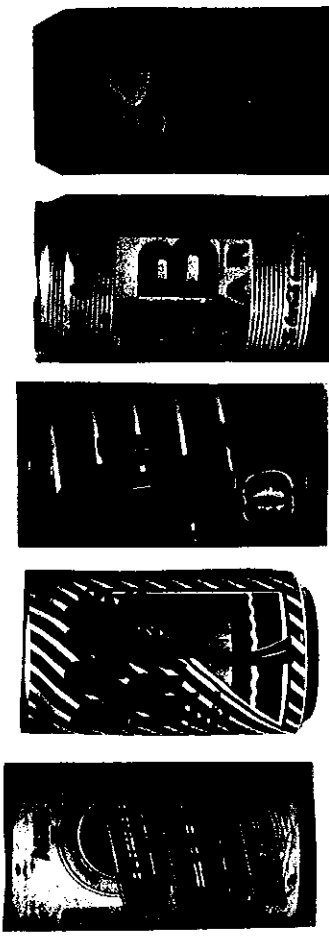
- Marquee Cola (OK, USA)
- Marquee Diet Cola (OK, USA)
- Quick Chek Cola (NJ, USA)
- Red Rock Diet Cola (AL, USA)

MIDDLE ROW

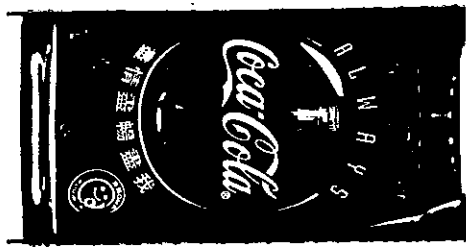
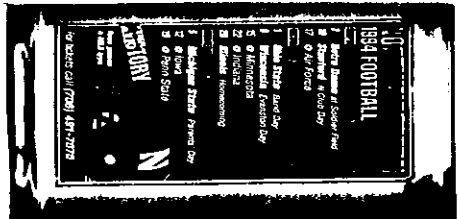
- Flavorburst Cola (GA, USA)
- Eckerd Cola (FL, USA)
- Eckerd Diet Cola (FL, USA)
- Swiftly Jump Start Cola (GA, USA)

BOTTOM ROW

- Rite Taste Diet Cola (PA, USA)
- Rite Taste Diet C.F. Cola (PA, USA)
- Cola (NC, USA)
- Diet Cola (NC, USA)
 (page 12 Jerry Pollack)



These photos of United Kingdom cans were sent in
 by Berrie V. Helmond.



If any member is interested in hosting a trade session in 1995, please contact Tom Kirschaum. A couple of members have already express interest in hosting one at their home, but there is always room for more! Hosting a trade at your home is a great way to show off your collection, if you have it on display, meet members and have a great time. Just remember, it is not too early to start thinking about 1995!

Tom Kirschaum #45, Membership Director
PO Box 7862
Rockford, IL 61125
815-227-5315, before 10:00 am, Monday thru Friday
or leave message with Kim in the evenings.

33%
extra
ON THE RECOMMENDATION



33%
extra
ON THE RECOMMENDATION



33%
extra
FREE



33%
extra
FREE



PREMIUM COLA
MARQUEE
DIET COLA
12 FL OZ (355 mL)

COLA
ECKERD
the BIGGER taste
12 FL OZ (355 mL)

PREMIUM DIET COLA
TASTE
12 FL OZ (355 mL)

PREMIUM DIET COLA
MARQUEE
DIET COLA
12 FL OZ (355 mL)

COLA
ECKERD
the BIGGER taste
12 FL OZ (355 mL)

PREMIUM DIET COLA
TASTE
12 FL OZ (355 mL)

1% CAFFEINE FREE
Cold
quickChek
12 FL OZ (355 mL)

COLA
ECKERD
the BIGGER taste
12 FL OZ (355 mL)

COLA
12 FL OZ (355 mL)

Enjoy RED ROCK
DIET COLA
12 FL OZ (355 mL)

SMARTY COLA
12 FL OZ (355 mL)

DIET COLA
12 FL OZ (355 mL)

FREE
BASED ON THE RECOMMENDATION

FRUIT
ORANGE FLAVOR
500ML

SAINSBURY'S
Classic Cola
ORIGINAL AMERICAN TASTE
330 ml

77 CASHBACKS
\$5.00 OFF
Add General Admission
July 2-August 31, 1994
The Coca-Cola Company
Atlanta, GA 30303

0.5L

PEPSI

SAINSBURY'S
Diet Cola
ORIGINAL AMERICAN TASTE
330 ml

DIET COKE
100% NATURAL FLAVOR

EXPLANATION OF THE LABEL
100% NATURAL FLAVOR

1/2 minute laid!
100% NATURAL FLAVOR
0.33L e

YILBASI KUTUKUZ
100% NATURAL FLAVOR
3 MAZDA 626 HATCHBACK
100% 20 MILYON TL
3000 TL KUTUP ANISI

TESCO
VALUE
COLA DRINK
330 ml e

the \$4.00 at Six Flags
The Coca-Cola Company
Atlanta, GA 30303

Water Control
100% NATURAL FLAVOR
The Coca-Cola Company
Atlanta, GA 30303