

NPCC

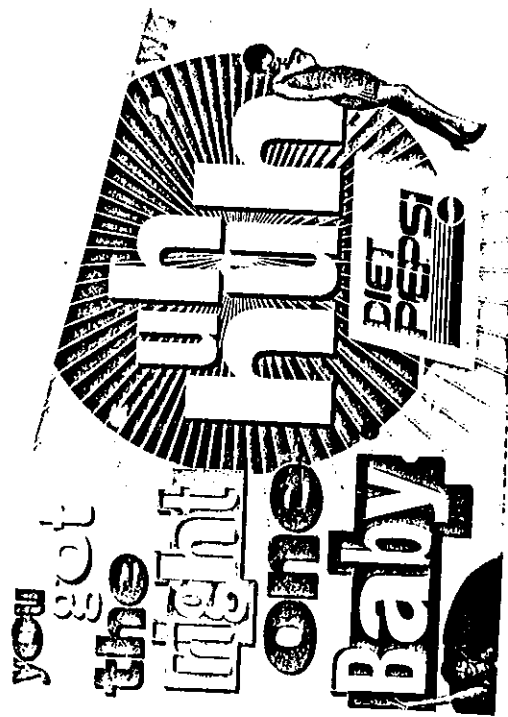
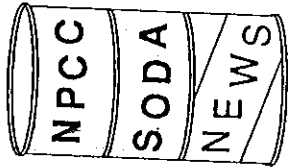
CAN - O - GRAM

NATIONAL POP CAN COLLECTORS

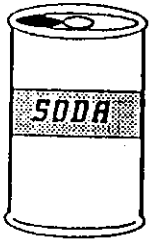
INTERNATIONAL MEMBERSHIP

Is there a new Diet Pepsi can?
Uh Huh!

Is there a "Crystal Pepsi"?
Uh Huh!



Date: MARCH 1992 Volume: 19 Issue: 6



NATIONAL POP CAN COLLECTORS

Bill Swanson
14630 Garrett Ave., #613
Apple Valley, MN 55124

USA



FIRST
CLASS

GERALD POLLACK
294 AVENUE J 31
BAYONNE

NJ 07002

POSTMASTER--ADDRESS CORRECTION REQUESTED

 NATIONAL POP CAN COLLECTORS
 presents

THE NINTH ANNUAL

NATIONAL EXTRA-VAN-ZA
 COLLECTORS CAN-VENTION

SATURDAY, JUNE 27, 1992
 10:30 A.M. to 2:00 P.M.

SWEDEN HOUSE LODGE
 SCANDIA ROOM
 4605 EAST STATE STREET (US BUS 20)
 ROCKFORD, ILLINOIS

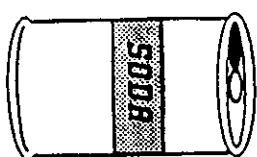
BUY - SELL - TRADE

POP CANS & SODABILIA ITEMS
 GLASSES, BOTTLES, TRAYS, SIGNS, TINS,
 ADVERTISING, ANYTHING YOU CAN IMAGINE
 FOR THE SODABILIA COLLECTOR!

DON'T MISS THE FUN; MAKE YOUR PLANS TODAY
 TO BE IN ATTENDANCE & BECOME A MEMBER

CURIOUS ON-LOOKERS & GENERAL PUBLIC
 ARE INVITED TO ATTEND
 ADMISSION IS FREE

MEMBERSHIP FOR ONE YEAR
 \$18.00 NORTH AMERICA
 \$25.00 ALL OTHER COUNTRIES



FOR INQUIRES CONTACT:
 NATIONAL POP CAN COLLECTORS
 PO BOX 7862
 ROCKFORD, IL 61126
 815-874-5915 (evenings)

CLASIFIED ADS

All members are entitled to one free 50 word "FOR SALE OR TRADE" ad per month along with a free 50 word "WANTED" ad. Only pop/soda cans, sodabilia items, noncarbonated and juice beverages will be accepted. NO AD WILL APPEAR FOR MORE THAN THREE CONSECUTIVE MONTHS. Non-member ads will be accepted on a case by case basis upon the review and approval of the Director of the NPCC. Display ads are available at \$5 for a quarter page, \$9 for a half page, and \$15 for a full page. Display ads must conform to a 8.5 x 11 inch sheet of paper to be properly reduced to fit the newsletter format.

 WANTED: Disney Fanta cans from South Africa, Australia, New Zealand, and The Netherlands. Will trade for Coke comm. cans. Kelly Wilson, 57 Glen Ave., Winnipeg MB Canada (204)-275-6438

FOR SALE: One set of Coke South African Calendar cans. Top opened \$40 postpaid. Debra Rose, 3500 Beechgrove Rd., Moraine OH 45439

FOR SALE/TRADE: Pepsi RAP cans, 4 different. Fernando F Henriques, Travessa Visconde De Moraes, 256-Botafogo Rio De Janeiro RJ CEP 22.260 Brazil

 FOR SALE: Coca-Cola "Takes you to the movies" winning passes found in 12 packs-\$3.30pd...Winning caps from 2 liter bottles-\$2.60pd. Red Coca-Cola T-shirts (new) Large or exlarge- \$7pd. Darren Turco, 43 Dorr Dr., Rutland VT 05701

Have you bought, sold or traded any cans recently? If you want to increase your collection send in a For Sale/Trade ad now. The ad is free so mail it in today. NPCC, 14630 Garrett Ave #613, Apple Valley MN 55124 USA

The ninth annual extra-van-za is almost here. Make plans to attend this event. It's a great way to increase your collection and meet other collectors. Look on page 2 for more information.

This summer the NPCC invites all members to attend one or both of our get togethers. The first one is our Ninth Annual Extrava-Can-Za Can-Vention in Rockford, Illinois on Saturday, June 27 at the Sweden House Lodge. We will begin to take reservations for tables shortly. Please reserve early; table space is limited and we do not want you to miss out. For those who will be requiring hotel accommodations, you can contact the Sweden House directly at 815-398-4130 or any hotel/motel of your choice in and around the Rockford area. In past years, some minor confusion has come about with the club making reservations for the members. We have decided to drop this service to avoid the confusion and let the members make their own arrangements.

Later in the summer on Sunday, August 2, we will be having another trade session at the home of Gene and Liz Judd in Indianapolis, Indiana. This trade session has come about from suggestions from our overseas members. Many travel to the U.S. to attend the Coca-Cola Convention and then take side trips to visit other NPCC members at their homes. They have brought up in conversations about having a NPCC trade session while they are visiting here where they could meet and trade with several members at one given time. Although the original intent was to have a NPCC get together at the Coca-Cola Convention, no member that was surveyed had volunteered to organize or host the event. Gene offered his place by stating "any reason for a party (trade session)."

This will not just be another trade session but rather a "family" event. There are plans for a cookout, games, the use of the Judds' inground swimming pool along with trading cans. So if your out vacationing and you're in the area of Indianapolis, stop in and join the fun. This trade session will be open to any NPCC member and their families. We are asking for a \$4 donation per person/\$10 per family maximum to help with the cost of food and other supplies.

Keep watch for more details and make your plans NOW to join us this summer!

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

ANDREA REVIGLIO #1007
 Corso Matteotti 32
 Venaria Reale 10078
 Italy
 011-402-1009

 WELCOME BACK RETURNING MEMBERS

MARYLAND OUSLEY #694
 RR 1, Box 309
 Austin, Indiana
 47102
 812-794-2318

GENE JUDD #709
 4950 W 36th St
 Indianapolis, Indiana
 46224
 317-293-5165

MACK MULLINS #831
 1515 Morning Side Dr
 Morristown, Tennessee
 37814
 615-581-9415

KELLY WILSON #918
 57 Glen Av
 Winnipeg, Manitoba
 Canada R2M-1V4
 204-275-6438

 CHANGE / CORRECTION OF ADDRESS

CHRIS LADEFORGED #33
 1428 Missouri Av
 Delaware, Ohio
 43015

phone number unavailable

 M E M B E R S H I P R E N T E N T I O N

Renewals as of 24 April 1992:

February	10/14	71%	May	0/4	00%
March	7/10	70%	June	0/19	00%

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If you have received a "Renewal Reminder" or a "Renewal Notice" we ask that you do not delay in renewing. The NPCC is very low on cash funds at this time. All we are asking for is that you renew as soon as possible. We don't wish to have any more delays with your newsletter. Thank You.

 RALPH ORTEL #925, where are you? I received your September/October newsletter in the return mail. Please send us your current address. Thank You.

April 15-16, 1992 (Friday-Saturday)
 SPRINGTIME IN ATLANTA
 Holiday Inn Crown Plaza, Atlanta, Georgia
 Lori Langlois, 404-981-6394

 May 15-16, 1992 (Friday-Saturday)
 BADGER SPRING PAUSE
 Holiday Inn, Wisconsin Dells, Wisconsin
 Jill Adams, 414-859-3059

(NPCC representatives will be attending this show)

 May 14-16, 1992 (Thursday-Saturday)
 SMOKEYFEST '92
 Dava's Inn Gienstone, Gallinburg, Tennessee
 David Hoddgens, 290 Doeskin Tr, Smyrna, GA 30082

 May 22-23, 1992 (Friday-Saturday)
 KANSAS CITY SPRING FLING
 Howard Johnson's, I-70 & Noland Rd
 Independence, Missouri
 Charles Buck, 816-373-3965

 June 13, 1992 (Saturday)
 ANTIQUE BOTTLE AND COLLECTIBLES
 SHOW AND SALE
 Knoxville Convention / Exhibition Center
 Knoxville, Tennessee
 9:00 a.m. to 4:00 p.m. / Admission is Free
 Mike or Wanda Ebers, 615-457-5019

 June 27, 1992 (Saturday)
 NPCC's 9TH ANNUAL
 NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION
 Sweden House Lodge / Scandia Room
 4605 E State St, Rockford, Illinois
 10:30 A.M. to 2:00 P.M.
 Tom Kirschbaum #45, 815-874-5915

 Watch for further details and information

 July 17-18, 1992 (Friday-Saturday)
 PEPSI FEST WEST
 Hacienda Resort Hotel & Casino
 Las Vegas, Nevada
 PCCC, PO Box 1275, Covina, CA 91723

Seeing a future in Crystal

Pepsi may add diet version of its clear cola now in test

By Alison Fahey

Pepsi-Cola Co. has developed a diet version of Crystal Pepsi that could reach stores by September.

The proposed extension of the clear cola underscores the soft-drink marketer's intent to shore up flagging cola sales by expanding its beverage portfolio.

Asked whether Diet Crystal Pepsi is in the works, Brian Switte, senior VP-general manager of the New Beverage Venture division of Pepsi-Cola Co., said: "We're considering it; we don't have definitive plans yet."

However, one executive close to the company said: "There is such a thing as [Diet Crystal Pepsi], and it's in finished product form. Whether it ever comes out will be a function of how successful regular Crystal is and whether or not consumer demand warrants it." He said the diet version would likely be out by September.

Regular Crystal Pepsi just entered test markets in Dallas, Providence, R.I., and several markets in Colorado. The caffeine-free soft drink is low in sodium and has 100% natural flavors, no preservatives and 130 calories per 12-ounce serving. Pepsi is also believed to be working on fla-

vorite line extensions.

Pepsi will decide later this year if the product will go national.

Lighter and less sweet Crystal Pepsi is intended to appeal to the growing number of consumers who prefer light-tasting and all-natural beverages, Mr. Switte said.

As a result, the new cola will compete with traditional soft drinks as well as so-called "new age" beverages, including sparkling juices, flavored waters and natural sodas.

But unlike other "new age" brands Crystal Pepsi isn't premium-priced; it's priced more closely to regular colas.

The \$700 million-plus "new age" category promises double-digit annual growth potential compared with 2% to 3% growth for the \$46 billion soft-drink market, according to Beverage Marketing Corp.

With Crystal Pepsi, Pepsi-Cola is also hoping to lure consumers with different

beverage consumption habits and from all age groups.

But industry observers have mixed reactions to Crystal Pepsi.

"It's sort of a tossup. On the up side, you have an image of purity and the strength of Pepsi's distribution," said Manny Goldman, an analyst with PaineWebber. "The real question is whether a cola taste will fly in a clear product."

"I don't think it would ever hit the size of a Coke or Pepsi, but it could be an interesting niche product," said John C. Maxwell, an analyst with Wheat, First Securities.

But Tom Pigo, president of consultancy Bernmark said: "I think this product has a great shot. The big positive is if you put this on store shelves, people will try it out of curiosity. It's the first authentic, major change in the clear product out as early as June for the summer selling season.

Crystal Pepsi will be backed by a 30-second TV spot, radio and newspaper ads; point-of-purchase materials; and possibly outdoor ads. Advertising is expected to focus on the brand's "refreshing" attribute.

BDDO Worldwide, New York, handles Bottlers are enthusiastic and plan aggressive local marketing support ranging from event sponsorship to product sampling.

"I think they've done a tremendous job with it. I've been here 12 years, and it's the most excited I've been," said Dave Hilgenfeldt, regional sales manager, Pepsi-Cola Bottling Co., Grand Junction, Colo.

"They've done it right."

Said another Pepsi bottler: "The consumer focus group we've done in Denver really says this product is a winner." □



(Submitted by Tom Kirschbaum, Advertising Age)

'Crystal Pepsi,' a Clear, Colorless Cola, Is Being Launched in 3 Test Markets

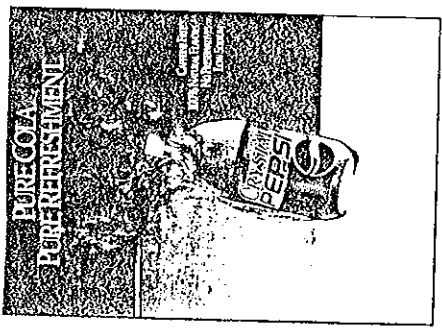
By LAURIE M. GROSSMAN
Staff Reporter of The Wall Street Journal

PepsiCo Inc. is rolling out its clear, colorless cola called "Crystal Pepsi" in three test markets in the next two weeks. The new cola will be sold alongside traditional Pepsi in Dallas, Providence, R.I., and throughout Colorado. It aims to cash in on consumer interest in "new age" beverages. Those drinks, which include Clearly Canadian and Quibell, are usually clear, with fruit flavors and a wholesome image. As growth in the soft-drink industry slows to 2% to 3% annually, new age beverage sales have managed to grow at least 10% a year.

But Crystal Pepsi could transform the \$750 million new age category, according to analysts and some industry consultants. "The category should heat up," says Michael Bellas, president of Beverage Marketing Corp.

For one thing, Crystal Pepsi will be priced at regular cola prices. That is often less than two-thirds the cost of current new age drinks, which cost from 88 cents to more than \$1. The new product will make its debut in both clear bottles and silver cans and will have 130 calories in a 12-ounce serving, compared with the 150 calories in the usual Pepsi, with less sugar. It has no preservatives, all natural flavors and no sodium, which is no different from the regular Pepsi.

But the new product's main appeal is its image, analysts say. With the can and bottle label tinted blue, the product is designed to convey "good health, purity, and icy cold water," says Tom Pirko, president of Bevmark Inc., a consulting firm.



This is only a test

Jona Armenta likes it because it doesn't make her burp the way regular Pepsi does. But Gina Brunner winced after tasting it. "It's kind of flat. I wouldn't buy it."

Is it the right one, baby? Or the wrong one?

Mixed reactions greeted Pepsi Co.'s rollout Wednesday of Crystal Pepsi, a clear, caffeine-free, low-sodium soft drink. Radio ads blitzed the

airwaves as stock clerks packed the new product onto the shelves of hundreds of Colorado grocery stores. It's being test-marketed in Colorado, Dallas and Providence, R.I., as a lighter, healthier alternative to traditional cola drinks.

First-day sales of the new drink were slow to moderate. By mid-afternoon, a King Soopers store in Denver had sold 74 of the 12-ounce cans and 11 of the 6-ounce bottles. Outside the store, customers agreed to sample the beverage and give their opinions. And over and over, they said the new drink by any other name would be Seven-Up.

— Compiled by Randy Salas

(Submitted by Tom Kirschbaum, Wall Street Journal)

EVENING CALANDAR

July 22-26, 1992 (Wednesday-Saturday)
COCA-COLA COLLECTORS CLUB INTERNATIONAL
18TH ANNUAL INTERNATIONAL CONVENTION
Hyatt Orlando

Kissimmee (Orlando), Florida
Alice Fisher, 404-634-3552

August 2, 1992 (Sunday)

NFCC SUMMER FLING TRADE SESSION
Gene & Liz Judd's resident
4950 W 36th St
Indianapolis, Indiana 46224
317-293-5165

10:00 a.m. to ??:??

Donation: \$4 per person/\$10 family max.
to help cover cost of food and beverages

Watch for further details and information

September 18-19, 1992 (Friday-Saturday)

THE INDY BEER & POP CAN SHOW

Indiana State Fairgrounds, Natural Resources Bldg
Indianapolis, Indiana
Carol Rettig 317-885-1250

T.B.A.

NFCC INTERNATIONAL EXTRAVA-CAN-ZA IV
The Netherlands

Dave Brackett, 708-426-5553

Are there any members that have ever given the thought of hosting a trade session in their area? If you have but said to yourself I don't know where to start? It does not have to be a major production. All you need is a site (if outdoors, please have alternative site in case of bad weather), restroom facilities, some refreshments and room to trade, trade & trade!! Still in doubt, just give us a call and the NPCC will be more than happy to assist you and to sponsor your event. It is lots of fun, you get to meet fellow collectors, you increase your collection and you feel good about helping other collectors and lets us a call and lets plan that trade session for the near future.

(Minneapolis Star Tribune)

The weekend of March 27 & 28 was a busy one for myself and for other members of the NPCC as we travelled to Indianapolis for not one but two soda related events, the annual Pepsifest and the semi-annual Beer & Pop Can Show.

Each year the Pepsifest gets bigger and bigger. Members not just from the Midwest attend but from across the country. Along with myself, John Hantz, Maryland Dusley, Ed & Ann Ewell, Gene Judd, the gang from The Soda Mart, Mack Mullins, Terry Lunt, Carl Genrich and Dick Domenget were in attendance. (My apologizes if I missed any NPCC member.) The last two years there was some excitement at Pepsifest with the release of the Summer Cool cans and the Wild Bunch. There were no "news breaking" cans this year but that didn't stop the NPCC members from finding new Pepsi cans for their collections or other brands and soda related items. I did notice there was one Crystal Pepsi 16 ounce bottle in one of the rooms on one of my "tours," but no cans.

Representatives from Pepsi-Cola in New York were on-hand Friday night to give us a stroll down advertising lane with a video history of Pepsi ads. It started with "Pepsi & Pete" and "Pepsi-Cola hits the spot" continuing through the "Pepsi Generation" and ending with Ray Charles and "UH-UH!" Later that evening if one was bold and daring enough, you could go up on stage and do your own rendition of "UH-UH" with complete sound effects and video background. Unfortunately, this was also time for room hopping. It was well after midnight before some members ended their room hopping adventures (including this author) and called it a day.

After a long night of trading and story telling, Saturday started out early for those who were attending the Beer & Pop Can Show at the State Fairgrounds. This show has not been as good as it has been in years past. At one time, eleven different NPCC members set up at the "Indy Show" but this show only saw three members. Faces that were at the fairgrounds but not at Pepsifest were Chuck



NEW BOOK...

Bob Russell has reported that a booklet has been published in his area. It is to celebrate the 100th anniversary of a bottler in Batavia, New York. Bob said it is well written and other members may want to obtain this booklet. If you're interested write Bob Russell and he will check into the availability. Bob Russell, 29 Red Barn circle, Pittsford NY 14534.

S O D A N E W S

NEW COKE CANS...

Bud Frank has informed me that Coke Seesame Place cans have been released in the Philadelphia area.

DIET COKE CAN...

John Ahrens has reported that a Diet Coke Vernon Valley Ski offer can was released in the New York area.

PEPSI RAP CANS...

Fernando Henriques has sent information that Pepsi has released a 4 can RAP set in Brazil. It's a promotion where people can get sound equipment and CDs from M.C. Hammer.



Os desenhos das novas latas da Pepsi são em estilo rap

Mead and Debbie Rose.

The "Indy Show" in recent times has had some management problems which were some of the reasons for the mix-up in the fall dates. Carol Rettig has taken over for John Bundy. From what Gene Judd told me, she hopes to improve the show and perhaps get some new blood attending. We hope some of the NPCC "old blood" would return to this show too. We will keep the you posted if/when the Indy Show makes a comeback. The September dates are the 18th and 19th (Friday & Saturday).

Our new editor, Bill Swanson, had planned on attending both shows, but after a painful fall while hiking in the Smokey Mountains, Bill headed back to Minnesota to recover. He did manage to pick several new cans for his collection and for traders. He is now feeling much better and after a few more newsletters, plans to attend the Badger Spring Pause in Wisconsin Dells.

After the fairgrounds it was back to PepsiFest and the swap meet. The attendees were lined up for about an hour waiting for the swap meet to open ready to find bargains. After the doors opened, it was every collector for himself or herself. One complaint I have had with the PepsiFest swap meet and some of the Coca-Cola clubs' too is the narrow aisle space for the amount of collectors attending the swap meet. The aisle space between the tables needs to be increased so people can get around especially if their hands are full of valuable collectibles. Despite the minor inconvenience, the swap meet was a success and was well attended by the general public.

From both shows in Indy, I brought back home a few cases of new cans for my collection. Most members I know did better than I did but when you are handicapped with infant strollers in your car, that is life. But a few cases is better than none: I'm not complaining.

We encourage all members to attend soda related conventions, trade sessions, shows, etc., whenever possible. Hope to see YOU at the next one!

 N E W C A N S

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TOP ROW

Pepsi Great Yuma Duck Race (Flagstaff, AZ)
 Pepsi Dollywood (Somers, NY)
 Pepsi Pro Football Hall of Fame 1991 (Mansfield, OH)
 Pepsi 1991 Tulsa State Fair (Somers, NY)

MIDDLE ROW

Pepsi 1991 Florida Strawberry Festival (Tampa, FL)
 Pepsi Reuse it or loose it (Somers, NY)
 Pepsi The umbrellas 1991 (CA)
 Pepsi Elitch's Gardens amusement park (Somers, NY)

BOTTOM ROW

Pepsi Music '91 (Toronto, ON - Canada)
 Pepsi Circus Swap shop (Riviera Beach, FL)
 Pepsi 1992 Florida Strawberry Festival (Somers, NY)
 Janet Lee Orange (multi flavors) (Boise, ID)
 (cans on page 10 submitted by Tom Kirschbaum)

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TOP ROW

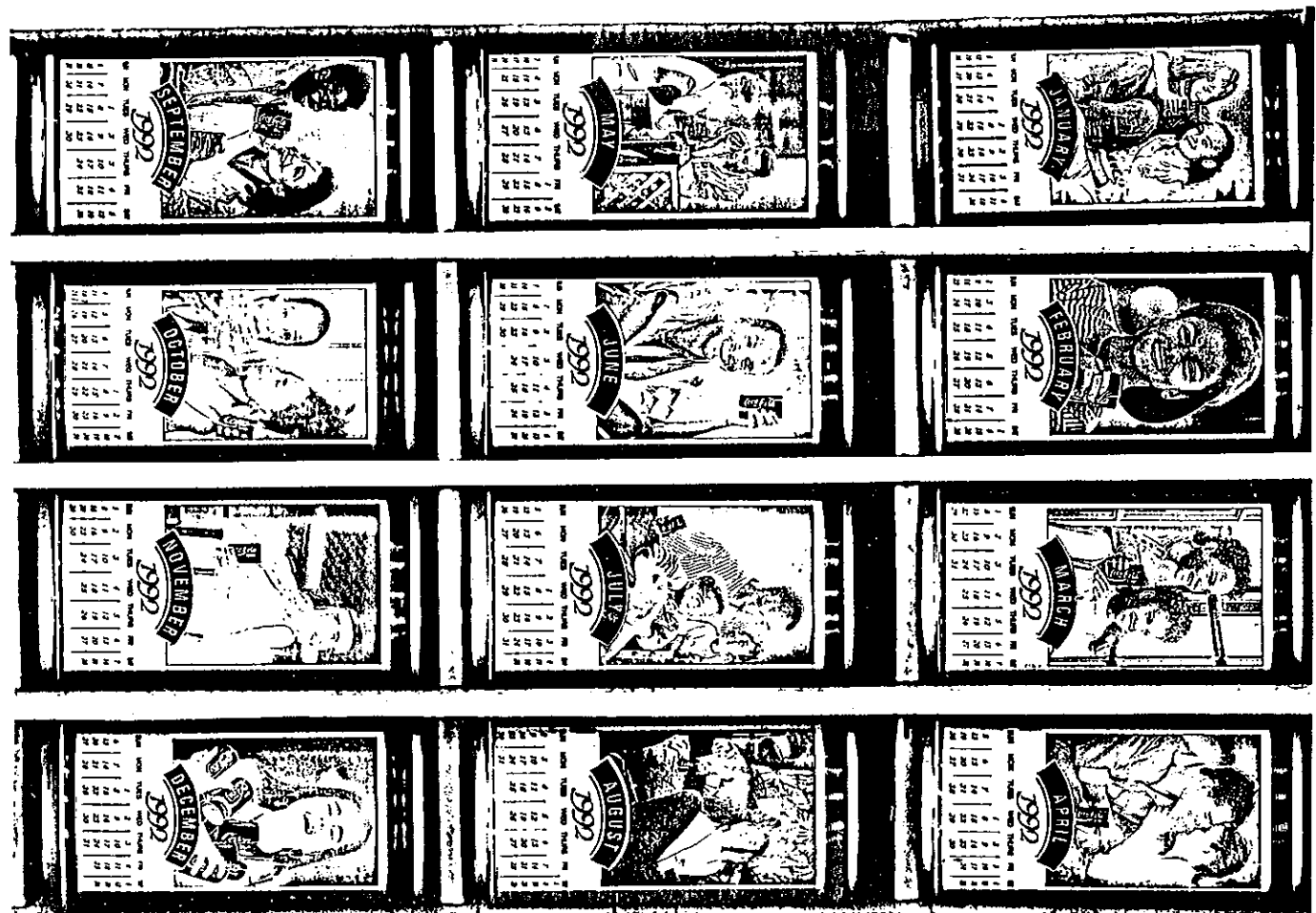
Diet Pepsi/Diet Caffeine Free Pepsi "uh huh!"
 Pepsi I-X Amusement Park (This promotion is available
 on another can with a slight change in color and
 wording) (by Debbie Rose)
 Sprite NOAA Final Pour (Eagan, MN)
 (by Bill Swanson)

MIDDLE ROW (cans from Canada)

Pepsi new design (two sides)
 Diet Caffeine Free Pepsi
 Diet Pepsi

BOTTOM ROW (cans from Canada)

Coke Classic Barcelona '92
 Diet Coke Barcelona '92
 Diet Caffeine Free Coke Barcelona '92



 NEW CANS

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TOP ROW

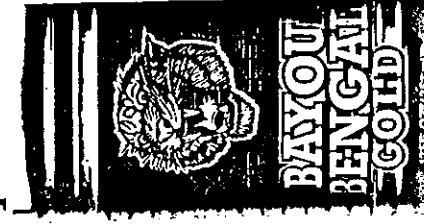
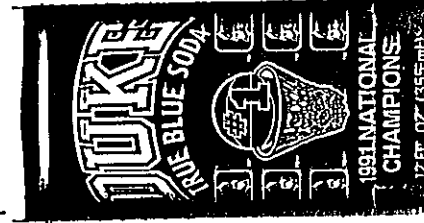
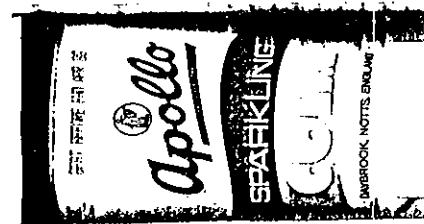
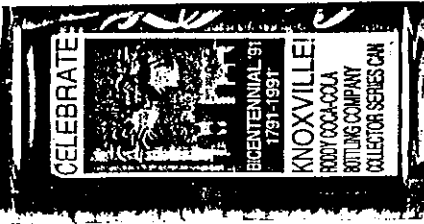
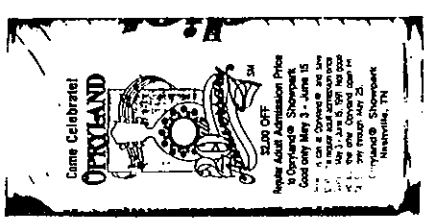
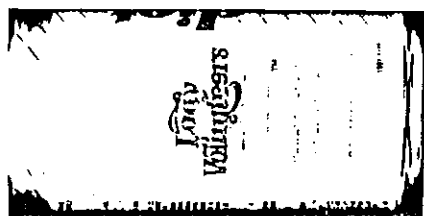
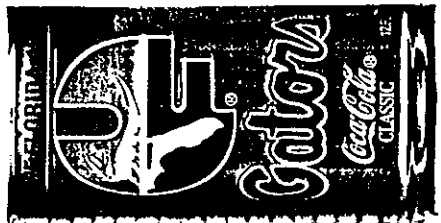
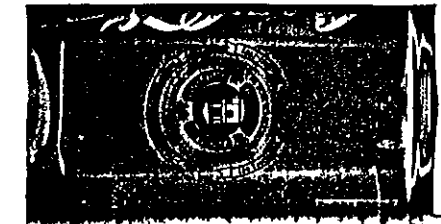
Coke Univ. of Miami 1991 National Champs (Atlanta, GA)
 Coke Univ. of Miami 1991 SEC Champs (Atlanta, GA)
 (by Grant Solar, Debbie Rose, Tom Kirschbaum)
 Coke City of Henderson, NC 150 tears (Bishopville, SC)
 Coke Hot Tops T-Shirt giveaway (Fortales, NM)

MIDDLE ROW

Coke Knoxville Bicentennial (Bishopville, SC)
 Coke Smokey Mountain Winterfest (Bishopville, SC)
 Diet Coke Opryland 20th Anniversary (Charlotte, NC)
 Diet Coke Tennessee Lady Volunteers (Bishopville, SC)

BOTTOM ROW

Bayou Bengal Gold (Reserve, LA)
 Duke True Blue Soda 1991 National Champs (Chersaw, SC)
 Apollo Sparkling cola (250 ml plastic can)(England)
 Diet Pepsi Easy open plastic ring
 (by Paul Rebner)
 (cans on page 12 submitted by Tom Kirschbaum)



Page 13

Coke 12 can Calendar set from South Africa
 (by Debbie Rose)

Mother Goose & Grimm / By Mike Peters

