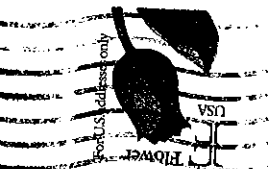
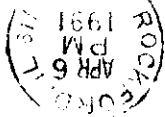


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USA 61126

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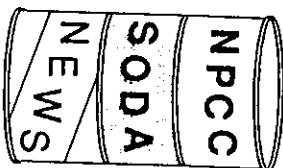


NPCC

CAN - O - GRAM

A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS

INTERNATIONAL MEMBERSHIP



Brewed TO PERFECTION

WE TOOK *
FREEZE *
DRYING *
SERIOUSLY *

IF YOU DON'T
HAVE IT, YOU
CAN'T GET IT
ANYWHERE

Hot coffee
That's cold

AT LAST!
Mountain
GROWN COFFEE
BEANS IN A CAN

Jovi!

Good to the last pop

Date: APRIL 1991 Volume: 18

Issue: 9

POSTMASTER--ADDRESS CORRECTION REQUESTED

Coke's \$100M blast

Mini-CDs star in huge summer promotion

Gary Gerdemann, a Pepsi spokesman, wouldn't provide details, saying, "We traditionally do some great things during the summer, and this will be no exception."

Coca-Cola's promotion will offer 5.6 million minicompact discs inside specially marked multipacks of Coca-Cola Classic, Diet Coke and Sprite. Nineteen acts star on four different CDs, which include music ranging from country to rap. In addition to the CDs, some 100 million certificates redeemable for audiocassettes with \$1 will be included in the multipacks. Every specially marked pack will contain either a CD or certificate offer. Fifty or so Sony acts are featured in our advertising," he said.

(Continued on Page 38)



In one of the biggest promotions Cola USA will invest an estimated \$100 million in a "Pop Music" program tied in with Sony Music. Advertising will be an integral part of the summerlong effort, in which the Sony recording artists featured on compact disc giveaways might appear in TV commercials. "Pop Music" will be backed by the "most comprehensive" advertisement campaign Coca-Cola has ever used to support a promotion, said Steve Koonin, director of entertainment marketing and national promotions. "We are looking at using some of the artists involved in the promotion in our advertising," he said.

By Allison Fahay

Coca-Cola Co. is giving away 5.6 million minicompact discs during its "Pop Music" summer promotion with Sony Music.

Pepsi-Cola Co. is also gearing up for a summer promotional blitz, which one source said in-

WANTED: 1988 Winter Olympic set showing the years of Winter Olympics (New York set). Also need 1988 Summer Games set showing mascot playing different sports (also from New York). I have many traders: Coke, Pepsi and 7 Up cans. Kelly Wilson #918, 57 Glen Av, Winnipeg, MB, Canada R2M1V4 (204-275-6438)

FOR SALE OR TRADE

Have lots of Hires Root Beer Philadelphia Flyers 24-can sets to trade for Coca-Cola and Pepsi cans from all over the world. Have local Coke and Pepsi's to trade also. Send your list today. Barry Skokowski #971, 7 Sprague Turn, Trenton, NJ 08610

Have Coke commemoratives to trade like Screamin' Eagle, Woodlands, Fiesta Centennial, Recycle for Education, Texas-Size Undersea Adventure plus Pepsi, RC Cola, and more for Coke commemorative cans I can use. Mary Ellen Coons #755, 212 W Holden, Lemay, MO 63125

TRADE: Will grade generously for the CHINA can from the Disney set. This is the last one I need to complete my set. Please write to: Darren Turco #766, 43 Dorr Dr, Rutland, VT 05701

FOR SALE: Root Beer advertising, a collector's guide. Book has over 650+ root beer brands, 800 pictures, 200 pages of cans mugs, signs, bottles, corwns, etc. First book of its kind, privately printed. Limited edition of 250 copies. \$19.95 plus \$2 p/h. Tom. Morrison #974, 2930 Squaw Valley Dr, Colorado Springs, CO 80918

FOR SALE: Entire can collection. Hundreds of cans. I have RC Cola Baseball cans, series 1 & 2, RC Football cans, several players; 7 Up "States are Turning 7 Up" complete set and assorted extras; 7 Up "Uncle Sam" 2 complete sets and assorted extras; Sunday Funnies and many more. Send your want list to: Tracy Wright #959, RR 1 Box 196 Henry, IL 61537

Ad deadlines are the 15th of each month.

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, sodabilla 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 1/4 page, \$9 for a 1/2 page and \$15 for a full page. Display ads must conform to a 3 1/2 X 11 inch sheet of paper to be properly reduced to fit the newsletter format. AD DEADLINES ARE THE 15TH OF EACH MONTH. All CAN-O-GRAM material should be sent to: NPCC, PO Box 7862, Rockford, IL 61126, USA.

***** WANTED *****

WANTED: #7 of the South African Coke set; Route 66 Root Beer, up to a 6-pack of each color; Coke commemoratives. Have lots of Coke, Pepsi, 7 Up and miscellaneous brands to trade, also a few Coke cars/trucks, beer cans, coasters and openers. Mary Ellen Coons #755, 212 W Holdem, Lemay, MO 63125 *****

WANTED: NITRO COLA as shown in the January issue of NPCC newsletter. Can anyone please help me get some. I will gladly pay cost of soda, postage and for your time. Write to: Darren Turco #766, 43 Dorr Dr, Rutland, VT 05701 *****

WANTED: Root beer cans (American brands only). Size, type and condition not as important as adding a brand to my collection that I don't have. Send a SASE for my trade/want list. Tom Morrison #974, 2930 Squaw Valley Dr, Colorado Springs, CO 80918 (719-598-1754) *****

WANTED: To purchase any brand or flavor cone top cans I don't have in near mint to mint condition. Donald Duck flattops in same condition. Send description (picture if possible) and price first letter. Terry K Lunt #698, PO Box 577631, Modesto, CA 95357-7631

Coke

(Continued from Page 1)

tured on the audiocassettes. McCann-Erickson Worldwide, New York, the agency for Coca-Cola Classic, is handling ad support for "Pop Music," which Coca-Cola created in-house.

Mr. Koonin declined to disclose the overall budget for the promotion, but sources close to the company estimate it will cost about \$100 million, with \$20 million slated for media ad support.

The campaign will include cable and network TV, radio, print and point-of-purchase materials. The total effort will look as "fresh and hot" as the promotion itself, Mr. Koonin said.

TV support is set to break May 20.

The artists on the CDs, mostly up-and-comers, include Latin singer George Lakmond, pop/soul artist Brenda K. Starr, Canadian pop singer Celine Dion, and Grammy Award-winners Shawn Colvin and Rosanne Cash.

Coca-Cola often uses music stars in its advertising. The company has featured country star Randy Travis, pop icon Elton John and teen group New Kids on the Block, to name a few.

The company said a music tie-in is a natural fit for Coca-Cola since music appeals to the youth market, the primary target for soft drinks and for No. 1 brand Coca-Cola Classic in particular.

"Pop Music" will follow Coca-Cola's highly controversial Magi-

Can promotion of last summer. That promotion went sour when some of the cans containing cash and coupons malfunctioned.

"Pop Music" is the latest sign soft-drink marketers are moving away from price promotions, said Jesse Meyers, editor-publisher of *Beverage Digest*.

Value-added promotions "seem to be the new wave of soft-drink marketing," he said. "This is another value-added concept that is moving the industry away from reducing prices."

Mr. Meyers cited the failed Magi-

"This is another value-added concept that is moving the industry away from reducing prices."

Can promotion and Coca-Cola's "Toy Money" tie-in with Mattel as other examples of the trend.

During "Pop Music," which runs from mid-May through July, one of every 19 specially marked multipacks will include a free 3-inch CD, which is compatible with most CD players. Each CD is a \$4.99 value.

Coca-Cola said it would consider rolling out "Pop Music" abroad if it proves successful in the U.S.

Coca-Cola is the leader in the \$46.6 billion U.S. soft-drink market with an estimated 41% share; No. 2 Pepsi-Cola has about 33%.

Jon Lafayette contributed to this story.

The Mix Guide To Commemorative Coca-Cola Bottles

A Unique Addition to Any Coca-Cola Collection

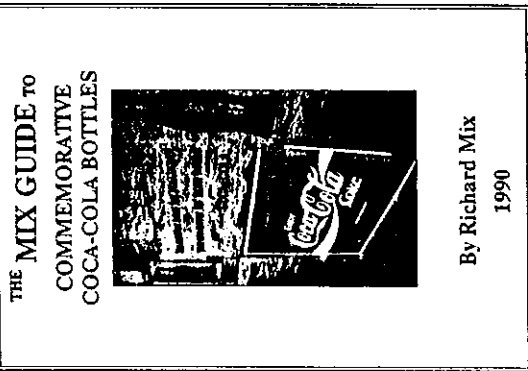
- 1000 Commemorative Coca-Cola Bottles Represented in over 200 Color and Black & White Photographs
- Detailed Descriptions of all 10oz Tall, 75th Anniversary, 10oz Short, Presentation, Miscellaneous, Foreign, and Bootleg and Prototype Bottles
- Values Listed for Most Bottles

"The Mix Guide To Commemorative Coca-Cola Bottles is the most comprehensive book ever compiled on Commemorative Coca-Cola bottles."

-Allan Peretti

Inquiries and Orders May be Directed to:

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 (404) 422-9083 - FAX: (404) 422-5649



By Richard Mix
1990

Name _____

Street Address, Box #, R. # (No P.O. Boxes) _____

City _____ State _____ Zip Code _____

Area Code - Telephone Number _____ (Sorry no C.O.D. orders)

Please send me _____ copies

of The Mix Guide to Commemorative Coca-Cola Bottles at \$24.95 each \$ _____

Shipping & Handling (\$3.00 per copy) \$ _____

TOTAL AMOUNT ENCLOSED -----> \$ _____

Make Checks Payable to Richard Mix • Call For Dealer Pricing Information

N.P.C.C.

EVEN T S C A L E N D A R

 May 17-18, 1991 (Friday-Saturday)
BADGER SPRING PAUSE

Holiday Inn, Wisconsin Dells, Wisconsin
 Marge Richter, PO Box 1031, Twin Lakes, WI 53181

May 16-18, 1991 (Thursday-Saturday)
SMOKEYFEST 91

River Terrace Hotel, Gattlenburg, Tennessee
 Mary Johnson, 499 Fred Kelly Rd NE, Rome, GA 30161

June 20-22, 1991 (Thursday-Saturday)
SUN 'N FUN FLORIDA

Mark Adams Hotel, Clearwater, Florida
 June McCurry 813-823-3482

June 20-22, 1991 (Thursday-Saturday)
NPCC's EIGHTH ANNUAL

NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION
 Sweden House Lodge / Leif Ericson Room
 4605 E State St (US Bus 20), Rockford, Illinois
 Registration forms enclosed in this issue.
 Tom Kirschbaum #45, 815-874-5915

July 24-28, 1991 (Wednesday-Sunday)
COCA-COLA COLLECTORS NATIONAL CONVENTION

Hyatt Regency, Scottsdale, Arizona
 CCCCI, PO Box 49166, Atlanta, GA 30359-1166

May 24-25, 1991 (Friday-Saturday)
K.C. SPRING FLING

Salvation Army MO-KAN Camp
 16200 E 40 Highway, Independence, Missouri
 Rose Mary Hartshorn, 437 N 16th, Kansas City, MO 66102

September 27-28, 1991 (Friday-Saturday)
THE INDY SHOW

Indiana State Fairgrounds, Indianapolis, Indiana
 John Bundy, RR 2 Box 160, Noblesville, IN 46060

There is plenty of space left here to list your event. Just send us a flyer with all the needed information and we will be happy to list it here FREE OF CHARGE instead of typing this meaningless filler mumbo jumbo. YOUR event listed here, FREE!!

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 1317 Dorado Ct PO Box 1002
 Amelia, Ohio Mt. Airy, North Carolina
 45102 27030

W E L C O M E B A C K R E T U R N I N G M E M B E R S

RAY SCOTT #65 RON PETRO #616
 8337 Washington St 1206 Palisades
 St. Louis, Missouri Rock Springs, Wyoming
 63114 82901

TERRY "K" LUNT #698 PAUL CRUTHERS #710
 PO Box 577631 4125 Gilpin Dr
 Modesto, California Boulder, Colorado
 95357 80303

ED HALLEWAS #786 GREG BUNDY #890
 Caspar Fagellaan 3 5472 Darcy Rd
 Rotterdam 3051 HC Columbus, Ohio
 The Netherlands 43229

HARRY PEATT #920 RALPH OERTEL #925
 PO Box 154 1/1 St. Bernards Rd
 Rindge, New Hampshire Alphington, Victoria
 03461 Australia 3078

CORRECTION TO THE MEMBERSHIP ROSTER

RETO SULZER #801
 Rosenweg 45
 3098 Koniz
 Switzerland

F R E E M E M B E R S H I P R E N E W A L S

ATTENTION MEMBERS: Sign-up five NEW members and receive a free years renewal membership for yourself. Offer good until 30 June 1991. Application forms are available upon request from either Dave Brackett, 1124 Tyler St, Fairfield, CA 94533, or Tom Kirschbaum, PO Box 7862, Rockford, IL 61126. (And don't forget to ask for some 1991 Can-Ventlon flyers to distribute too.)

Searching for the next Editor for the CAN-O-GRAM newsletter. Duties and responsibilities will be turned over during the National Can-Ventlon in June in Rockford. Interested parties should contact: Tom Kirschbaum, PO Box 7826, Rockford, IL 61126 (815-874-5915). P.S. Time's running out!!!

Fruity Pepsi Flavors getting 12-week trial

By ROBERT INGRASSIA
 of the Journal Star

Pepsi Cola is going raspberry, and soda drinkers in Peoria and Bloomington will be among the select few in the nation to decide if they like the new taste. Cans of "Raging Razberry" Pepsi hit area stores today for a 12-week trial run that will help decide if the product goes national.

The flavored cola also debuts this week in Tulsa, Okla., and Sacramento, Calif., where two additional flavors — strawberry and tropical fruit — make an appearance. Although the Peoria area misses out for now on the other fruity flavors, a diet version of "Raging Razberry" will make an exclusive run here.

Peoria and Bloomington were chosen because the area is known as an excellent test market, said Bob Murray, vice president of Pepsi-Cola General Bottlers Inc. in Peoria.

But why the fruity flavors?
 "The industry hasn't had new products for years," Murray said. "This will add a bit of excitement to what we're doing."

By the end of the week, consumers will find "Raging Razberry" in supermarkets, gas stations and some pop machines, Murray said.

He would not say how many cans Pepsi hopes to sell in the area.

"We're quite optimistic that we might not have enough to last the 12 weeks," he said.

Once cola drinkers make their preference known, top Pepsi officials in New York will decide whether to market the new flavors nationally, Murray said.

"(Pepsi) might decide there may need to be a tweak in the formula," he said.

Murray said an "intensive" advertising campaign will promote the new flavor, which he said is geared toward youth.



Pepsi Cola is test-marketing new flavors like Raging Razberry in Peoria and Bloomington.

From the PEORIA JOURNAL STAR
 Submitted by Tracy Wright #959

Santa Fe, N.M. in 1978 to attend a healing school. There he met his wife, who had a passion for fresh carrot juice. Black observed that there were no fresh-juice producers in New Mexico, despite the growth of a "new age" community that demanded natural products. Blue Sky took it one step at a time. First it distributed juice in health food stores, and from his country's growing appetite for natural products, especially natural beverages. "We could make natural sodas in Japan, but to Japanese people, a product from Santa Fe sounds more exotic and has a more natural image," says Kan. Robert Toberman of the New Mexico D.O.A. says there are opportunities in Japan for American pan for American niche food products. The U.S. products that are hot in Japan tend to be the same ones that are hot here. There is considerable interest, for example, in products that have a Southwestern design or positioning. Also popular are products that are uniquely American, such as chile, American wine, pecans and blue-corn products.



20,000 cases went to Japan last month.

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FOREIGN MARKETS

The Ingredients Work for a Santa Fe Soda in Tokyo

By David Kiley

The international success of a small natural soda brand from New Mexico is a story of what can happen when East meets West in a hot product category. Blue Sky Natural Beverage Co. has only just entered the New York market, but its sodas have been in Japan for three years. Last month, the company shipped 20,000 cases of natural lemon-lime and mandarin-lime soda to Japan as part of a new, expanded distribution deal. Trade limitations aside, Japanese consumers are thrilling for products with two particular attributes—natural ingredients and Western cachet. Blue Sky sodas have both. The company was founded in 1980 by Robert Black, a former meat-processing executive from Laguna Beach, Calif. Black had moved to

B L I K O P B L I K

Blik Op Blik is a Dutch can collectors club. They collect soda/pop cans, beer cans and shandy cans. The club started in 1982 and has over 220 members which makes it the largest can collectors club in Europe. They have developed a Dutch soda and beer can list. The soda list is the only one still available and is updated annually. Membership is \$20.00 (U.S.) for new members with a reduced rate for renewals. Their newsletter is published six times a year and includes a recap page in English. For membership and/or inquires write to:

BERRY VAN HELMONDT (NPCC #691)
De Cope 35
3421 XK Oudewater
The Netherlands

SODA MART, 152 Ridgcrest Dr., Goodlettsville, TN 37072,
Phone (615) 859-5236 FAX (615) 859-5238



CAN TOTE FEATURES

- Portable — has handles for carrying to shows, trades, neighborhood events.
- Simple Construction — no tools needed to assemble; no glue, staples, or other fasteners to lose.
- Environmentally Oriented — cardboard completely degradable.
- Holds forty-eight 12 oz. cans or (15 oz. version holds thirty-six 16 oz. cans, or cone tops and squats.)
- Tight fit for cans.
- Self standing — no extras to set up and display.
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PRICE: \$20/set of 3
NUMBER OF TOTE SETS: 16 02. 12 02.

Inquire about Postage outside Continental United States.

Submitted by Sam Detina #172
Source unknown.

MAKING OF THE SODA LOBBY

Legislative surprises

WHEN the 1989 Legislature put a penny-a-can tax on soda pop to pay for a war on drugs, it reinforced the notion that making laws is a little like making sausage — a messy process filled with surprises.

Two years ago, the surprise tax popped up from behind closed doors — without any public hearing — after lobbyists for cigarettes, hard liquor, beer and wine put on a full-court defense.

The soda industry was vulnerable. It wasn't around. It didn't know it needed to protect itself.

But, once burned, the bottlers have learned to play the Olympia game. An insightful report by Jim Simon of The Times' Olympia bureau said the legislative blind-siding caused them to organize their first political-action committee — SODAPAC. It has doled out \$66,000 to candidates.

The new lobby is trying to persuade the Legislature to dump the soda tax in favor of one on candy and baked goods, which would raise twice as much — nearly \$44 million. The extra money would help school construction as well as fight drug use.

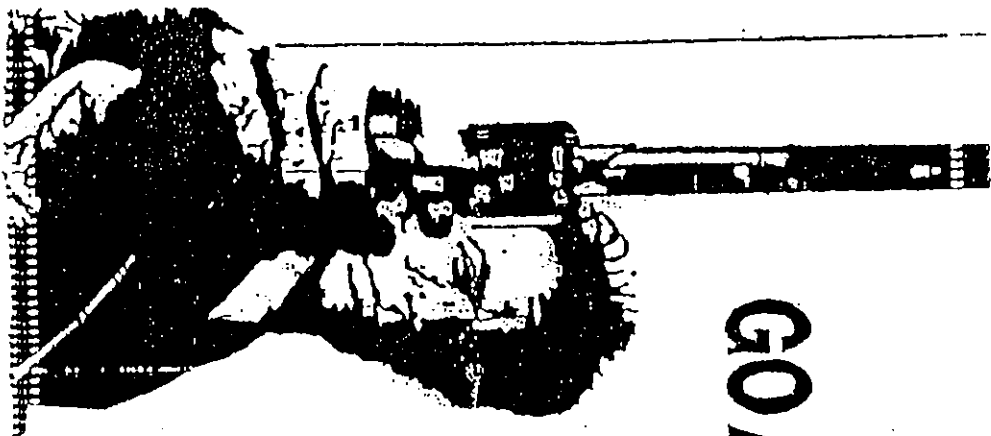
Executives of the soda industry said they learned a hard lesson in 1989. If you ignore the Legislature, bad things can happen to you.

Critics call it pay-to-play and an example of why special-interest money floods the Legislature. Is a free-spending CANDYPAC around the corner?

Some politicians say the bottlers' new interest in politics is a dramatic example of expanding participation in the legislative process. They're wrong. It's a lousy civics lesson.

(Seattle Times editorial staff writers are Mindy Cameron, Lance Dickie, Don Hannula, Richard Larsen, Terry Tang and Don Williamson.)

From the SEATTLE TIMES
Submitted by Tom Reeves #908.



GO AHEAD,

**JUST CRUSH
ONE MORE**

CAN

Submitted by Geff Moore #670



A Spritely Suggestion

Mary Ellen Burris
Director of Consumer Affairs

Here's a spritely hint for extending the beauty of fresh flowers: Place the freshly cut stems in a mixture of half water, half Sprite. Sprites? Yes, Sprite, the lemony soft drink. This tip came to us from Raymond Fox, Cornell University's veteran floriculture expert, now retired from his classroom teaching.

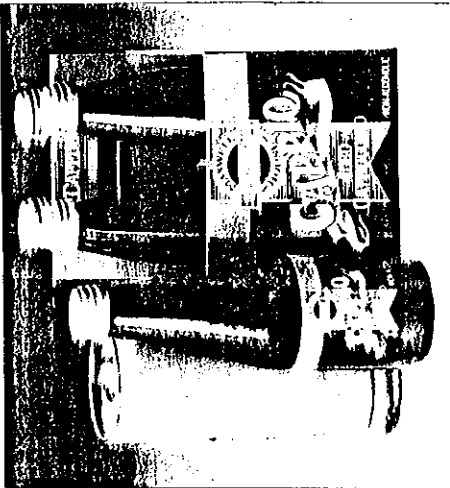
Some time ago Professor Fox met with Sam Ferrara, who's in charge of Wegmans Floral Departments, included in the wide-ranging discussion was this suggestion. The information initially was passed on to the professor by a former student who was in the floriculture business. "It has to be Sprite. 7-Up won't work," claimed Fox. The reason Sprite works is that it has just the right balance of sugar and acid needed to keep bacterial growth down. With only plain water, bacteria develop rapidly, attack the flowers, make water cloudy and cause premature wilt.

Sam had extensive testing done in the Floral Quality Assurance Laboratory. Also, different floral department managers tried out the Sprite suggestion in their stores. Comparisons were run among plain water, Sprite water and floral preservative in water. Results were definitely better with Sprite. water and floral preservative than with plain water. Sprite-water had a slight edge over the floral preservative in keeping the water cleaner and clearer. Roses and gladiolus responded particularly well to the Sprite treatment, with the flowers opening more readily and remaining in full, open bloom longer! The petals become much firmer than they do when only plain water is used.

It's important to start with a freshly cut stem (cut about an inch off the bottom) and a clean vase. We'll repeat the vase cleaning suggestion we made some years ago: use an effervescent denture cleanser tablet. This is great for vases with nooks and crannies where brushes and fingers can't reach. Place the vase away from a source of direct heat like a hot air register or on top of a T.V. set.

And Sam wants me to remind you to start with fresh flowers like those he's bringing in from all over the world... flown in direct to Rochester from flower-producing areas like Colombia, Costa Rica and Holland at this time of year.

Submitted by Fred Bogdan #1



Maxwell House Coffee's new Cappio, a bottled, iced cappuccino drink, is being test-marketed in Phoenix and Tucson.

In New York. A cup of coffee at a tea house in Japan is the sophisticated way to end a meal, inoue says. Such coffee is a luxury, costing about \$3 a cup.

Canned coffee, available in the ubiquitous Japanese vending machines, which serve it hot or cold, costs less than a dollar, inoue notes. Thus, even consumers with slimmer wallets can afford the status drink.

Taste of Georgia

Coca-Cola hit the Japanese market early, introducing its cans of Georgia Coffee, in 1975. In what, to Western perceptions, seems to be a Japanese delight in wacky incongruities between English names and images and the products that bear them, Georgia Coffee sports the picture of a hoop-skirted Southern belle in front of her Tara-like mansion. Georgia, in fact, has everything to do with Coke, whose corporate headquarters is in Atlanta, but almost nothing to do with coffee.

Nonetheless, Georgia Coffee, with its sleek, sporty, domineering, sleek, sleek, sleek coffee market, has slogan: "The real taste of Georgia Coffee."

But will America follow the Japanese taste pattern? Small manufacturers such as P'nosh Beverages of Brooklyn, N.Y., are already betting on it. Launched three years ago, P'nosh makes nothing but coffee drinks—regular, unsweetened, decaffeinated and cappuccino—sold in 10-oz. chilled or unchilled cans.

"I'm not saying it will come close to Coke or Pepsi, but if you look at the whole beverage category, there's a real niche for a product like P'nosh," says Jack Taylor, a consultant to P'nosh.

Pirko points out that the aging of the American population is beginning to signal changes that bode well for the idea of canned cold coffee. Older consumers tend to prefer less-sweet drinks, he says. The canned coffee products tend to be creamy, milkshake-like beverages that are less sugary than colas.

The American culture also is changing. "Coffee is returning to eternal values," says Pirko. It's the most sold of beverages, if the 80's are any indicator, and we're returning to more solid values, fuller, and bigger flavors and tastes. People want more taste, and coffee is complex and interesting. Water is taste-free.

Also working in canned coffee's favor is the movement away from alcoholic beverages and a renewed interest in high-quality coffee, as witnessed by the proliferation of gourmet coffee shops and the relatively recent appearance of cappuccino machines in fine restaurants and humble coffee shops alike.

Caffeine's back in

This is significant, according to Pirko, because many Americans have forgotten what a good cup of coffee tastes like.

"Coffee has been on such a slow burner, getting stale for such a long time. Canned ground coffee has been degraded for a generation as they've tried to keep the prices low, lower, lowest," he says.

As for obstacles to the cold canned coffee, the popular no-no association of coffee with caffeine is not considered to be one of them. "As a market matures, there's a very large percentage of the population that doesn't care about caffeine," says Pirko.

But Pirko, pointing to the popularity of cold caffeinated soft drinks among younger consumers, a growing segment of whom drink them in the morning.

The only real obstacle, according to Jesse Meyers, is image. "That's the biggest challenge they have now. What the coffee people need is some presence in this image-driven society."

"We'll know that the canned coffee trend has taken off," Meyers says, "when Tom Hanks swoons and she opens a can of Cappio."

Good to the last pop

The hottest concept in coffee is cold cans. Will America buy it?

By Lisa Anderson

MEW YORK—The cola wars raged in the 1970s. A tidal wave of designer waters drenched the 1980s. With the 1990s came the dawn of the New Age. Fruit juice sports, teas and healthy sports drinks. Stand by, what may be the cold canned coffee.

It's only a faint aluminum gleam in the eye of the industry now, but Coca-Cola and other major U.S. food and beverage firms seem to think there are grounds for just such an American coffee revival.

The Maxwell House Coffee division of Kraft General Foods already is test-marketing Caprio, a bottled, iced cappuccino drink, in Phoenix and Tucson, Nestle Hills Bros. Coffee Co. is testing two coffee drinks in chilled cartons, New England and Icedwater, in New England.

But experts say the real signal that the new coffee concept has moved off the back burner came last fall, when Coca-Cola and Nestle Co. announced a proposed joint venture to market a canned coffee product. The combined marketing skills of these two food and beverage behemoths could, in effect, make a market.

Under the proposal, which is expected to be made final in the next few months, Coke and Nestle would sell their product globally, except in Japan, where they both already have such drinks of their own.

At this point, Pepsi-Cola Co. has not yet test-marketed a canned coffee product in the U.S., said spokesman Gary Gerdmann, adding, "It certainly is a segment we're looking at and have interest in." Actually, Pepsi already has more than an interest in canned coffee, it too having marketed just such a product, under the name Freedom, in Japan for several years.

Why coffee? Why now? The Japanese have been wild over canned coffee for years, gulping down some \$4 billion in 1989. In fact, the cold-brewed coffee, the "cold-brew" business segment, that is something to consider. And their track record in exporting catchy consumer ideas, such as the Walkman and Nintendo, hasn't exactly been bad.

Moreover, the American coffee industry desperately needs a pick-me-up. Since peaking in its peak in about 1965, when three out of four American adults drank an average of 4.17 cups daily, domestic consumption has been steadily

driving up. Currently, about half as many drinkers consume an average of 3.34 cups a day, according to an International Coffee Organization survey. Other industry surveys place the figure even lower.

Double blessing

"This is the last hope for the coffee business globally," says Jesse Meyers, a longtime industry observer and publisher of the Connecticut-based trade newsletter Beverage Digest. "Soft drink industry would mind a hole in their sales prep: 5 to 6 percent annual growth rate in the 1980s has slowed to about 1 to 3 percent a year, according to Roy Barry, food, beverage and tobacco analyst at Kidder, Peabody & Co.

Clarity, if a union between coffee and soft drink interests produces a popular new product, it would be a blessing on both their houses.

But the reasons for optimism about the concept of a ready-to-go coffee beverage go far beyond that. The reason is cultural identity and the American psyche itself. To some extent, we are what we drink.

"Every society develops its own beverage culture," says Meyers, "in agrarian societies, such as those in Africa, Central Europe and China, hot and arid beverages, coffee, teas and soups are popular. As soon as you get into industrial societies, where ice

Part of the allure was the convenience and swiftness of a can or bottle, the certainty that the beverage would be there, and of course, the potency of monumental, culture-building advertising campaigns like "It's the Real Thing" and the "Pepsi Generation."

Coffee could claim virtually none of the above in America. It also has image problems. It tends to be associated with an older generation and, despite no conclusive evidence, an unhealthy lifestyle.

Dr. Health concluded that there was no link between coffee consumption and heart disease. Experts agree, however, that it will take more than a medical report to enhance coffee's sagging sales and image.

The Japanese, on the other hand, take an entirely different view of coffee, particularly iced canned coffee.

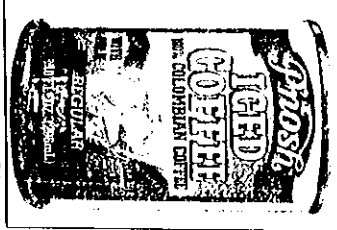
Coffee, which is believed to have been discovered in Ethiopia sometime before A.D. 1000, became popular in Europe in the early 17th Century. It didn't arrive in Japan until the mid-19th Century, when Commodore Matthew Perry of the U.S. Navy opened the door to Western trade and influence, Meyers notes. Hence, it has an exotic appeal in a society of tea drinkers.

Iced coffee also is the drink of young, upwardly mobile Japanese, he says. It is a trend that thrives its nose at the tea-drinking older generation. In fact, hot tea consumption in Japan has dropped 30 percent in the last decade, according to Meyers.

"Once you reach adult age in Japan and it's much cooler here, about 25, you switch from cold drinks," says Finko, explaining that iced teas and iced coffees are considered more appropriate.

"To drink coffee is kind of a symbol of high social status," says Hisashi Inoue, chief of the research center at Nikko Securities

and refrigeration are available, the drinks become cold and sweet. And in an all-American nation, the beverage preference quickly turns to those that are cold, sweet, soft, fizzy, available and image-enhancing."



Three-year-old P'nosh Beverages of Brooklyn makes nothing but canned coffees.

Submitted by Sam Detlina #172

From the CHICAGO TRIBUNE

Keep It Cool With Dew and Wini Watertown, WI
-Mountain Dew
-Diet Mountain Dew
From Tom Kirschbaum #45

North Star Mineral Water, Cold Springs, MN
-Various flavors
From Tom Kirschbaum #45

Pepsi Scan Your Can, Man. Somers, NY
-Dade County, FL From Bob Russell #608

F R O M T H E M E M B E R S . . . F O R T H E M E M B E R S

Mystery Solved! Jerroen Putmans writes us to inform Bill Swanson (and the rest of the members) that last month's Unsolved Mystery can (the one on the right on page 8) is from Portugal. Do you have an Unsolved Mystery that a member can help you with?

Indianapolis. Gene Judd informs us that pop can collector attendance was way down at last month's Indy Show along with the quantity of cans. This has been the case with the last several Indy Shows. Is this the sign of the times? On the other hand, there was a great turnout at the Pepsi Fest just up the road from the fairgrounds.

Speaking of Pepsi, in addition to the article submitted by Tracy Wright on page 5, Dan Meyers sent us inside industry information concerning "The Wild Bunch," Raging Razberry, Strawberry Burst and Tropical Chill Pepsi. The "Bunch" will be available in limited test market area through the end of this month (or while supplies last!) These cans were available at Pepsi Fest.

For the third time since it was released in 1985, Cherry Coca-Cola (and Diet) has been reformulated, "Now Cherrier." Test markets include Tulsa, Baton Rouge, Salt Lake City and Portland, Oregon. Of course the cans have been redesigned too and we will have them for you next month thanks to Tom Reeves in the Seattle, Washington area.

Watch for Coke and Pepsi to expand their markets in the Middle East with the conclusion of the Persian Gulf War. Pepsi is looking to get in Israel while Coke plans to expand their Arab sales.



FROM THE MEMBERS... FOR THE MEMBERS

Move over Fido Dido; here comes "Joe Cool." Allen & Wright Brands (better known as A&W) will be launching their largest promotion ever this summer featuring Snoopy from the Peanuts gang on all four A&W varieties.

Root Beer: Barbequeing Diet: Surfing
 Cream Soda: Beach Combing Diet: Dancing

These cans have already been released in the Seattle area according to Tom Reeves (Tom has been busy this month) and we will feature them next month. Watch for other products and TV ads too.

The term "UP," may only be used by the 7 Up Company according to the U.S. District Court St. Louis. The challenge came from St. Louis based Vess Beverages and their "Cherry Up" brand. Vess complaint was "Cherry Up" was not in violation of 7 Up's rights. 7 Up filed a countersuit claiming trademark infringement, unfair competition and trademark dilution. There was no mention about the "Bubble Up" brand that has been around for years.

With the Northern Hemisphere summer season just around the corner, be on the lookout for the amusement park promotion cans. They usually start to appear in early spring. Great America, Magic Mountain, Six Flags, Indiana Beach just to name a few. Just keep in mind the CAN-O-GRAM when you come across these new cans.

The CAN-O-GRAM is in need of articles of older cans, personal experiences or anything that you our members would like to write about. I know we all lead boring lives with nothing worth telling about. Take a few moments of thought and then just let the ink (or lead) flow. It's that easy and yes we do want to hear from our members.

As of this issue, the next editor has not come forward yet. NO MEMBER has shown any interest for this position which makes this organization so visible. At this time we are again asking for a member (or members) to volunteer their time to take on the responsibilities of the CAN-O-GRAM editor. I will be stepping aside in July due to family commitments. Lets not wait until the last minute. Again!

