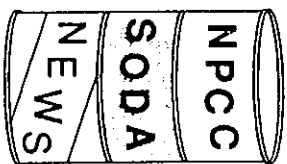


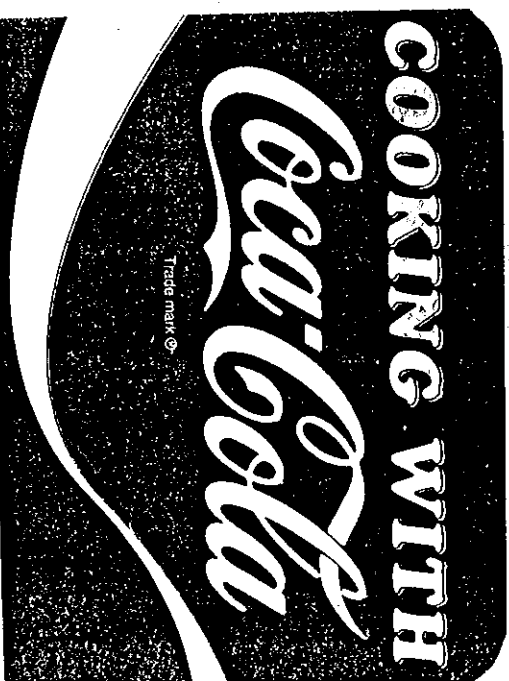
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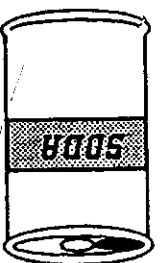
A MONTHLY PUBLICATION OF THE
NATIONAL POP CAN COLLECTORS



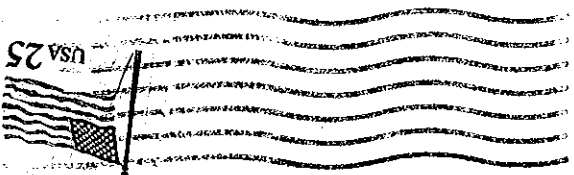
INTERNATIONAL MEMBERSHIP
THIS MONTH:
MID-WINTER EXTRAVA-CAN-ZA
SUNDAY, JANUARY 20, ROCKFORD, IL
NEW CANS, NEW BOTTLES, CONTEST,
COOKING WITH COKE? CLASSIFIED ADS
SPECIAL EDITOR'S LETTER ON PAGE 2!



Date: JANUARY 1991 Volume: 18 Issue: 6



NATIONAL POP CAN COLLECTORS
P.O. BOX 7862
ROCKFORD, ILLINOIS
USA 61126



FIRST CLASS

BERARD POLLACK
294 AVENUE 3
34YDNNR
NJ 07002

POSTMASTER--ADDRESS CORRECTION REQUESTED

HAPPY NEW YEAR!

Dear Members,

As with most of us, a new year usually brings changes to our lives through resolutions and other events whether planned and/or unplanned. 1991 is no different.

NPCC is coming off a great year, 1990, with four outstanding shows, increased memberships, media exposure and much more. 1991 is promising to be just as great, if not better.

As this year begins, my life will be changing both inside and outside the NPCC. The changes outside the NPCC unfortunately will effect my responsibilities as editor. At this time, the request for a volunteer to accept the duties and responsibilities of editor for the CAN-O-GRAM is formally being announce. I will continue as editor until June 30, 1991. The "turnover" will occur during the NPCC Can-Venture in Rockford. The "new" editor and I will co-produce the July CAN-O-GRAM then he or she will take over starting with the August issue. IF NO MEMBER COMES FORWARD BY THE TIME OF THE CAN-VENTION, THE CAN-O-GRAM WILL SIMPLY NOT BE PRODUCED! I feel six months is plenty of time for a member to come forward and give their time to our hobby and our organization.

This decision to step aside was not made in a split second. It has been thought out since the last Can-Venture this past June. A "few" members know why I'm stepping aside and in time the whole club will know too. Even though I would have liked to have continued for another year as your editor, it will just not be possible for me to do so. I will however continue to be active in the hobby, in the NPCC and attending as many shows as possible.

The "new" editor will be working closely with Dave Brackett, Paul Bates and myself. The three of us will be assisting in any way possible to continue the success and quality of the CAN-O-GRAM.

Any member interested in becoming the next editor may contact either Dave or myself. I have enjoyed being your editor and perhaps someday the job will return to my desk. Thank you for your attention.

Tom Kirschbaum #45, Editor

C L A S S I F I E D A D S

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.

FOR SALE OR TRADE

TO SALE OR TRADE: Have over 1500 soda cans from all around the world (Saudi Arabia, Chile, China, Italy, Egypt, Venezuela, etc.) Trade only for Cokes, Pepsis, old soda cans! No problem to write me; I answer all! Write to: Nicolodi Francesco #765, via Mascagni 17, Desio (MI) 20033, Italy *****
TRADE: New 7 Up Fido Dido cans from Canada in 355ml size (12oz). Two designs "Go Your Own Way," and "Normal is Boring." Prefer to trade for commemorative Coke cans but will trade for commemorative 7 Up or Pepsi cans. Grant Solar #967, 2 Broadview Pl, Winnipeg, MB, Canada R2V3V3. *****

TRADE: New "Win The Ultimate Concert Ticket!" from Australia and "Enter Rock 'N' Coke" from New Zealand both on Coke and Diet Coke. Also have new Diet Caffeine Free Pepsi and redesign Diet 7 Up from New Zealand for Coke and Pepsi from around the world. Brian Ayton #854, 96 Weldene Av, Glenfield 10, Auckland, New Zealand. *****

FOR SALE/TRADE: Pepsi 1990 Goodwill Games 4 can set \$3.00. New Coke II 16oz \$2.00. Mt. Dew Sport, reg & diet, \$2.00 each. Northwest Pepsi Cool can set \$3.00. All full or empty plus postage or trade. Thomas Reeves #908, 16019 So E 10th St, Bellevue, WA 98008 (206-644-2415) *****

WANTED

WANTED: Coke cans from all around the world including USA especially Japan. For a friend, Coca-Cola music in record or cassette. I have over 1500 cans to trade. Answer all! Write to: Nicolodi Francesco #765, via Mascagni 17, Desio (MI) 20033, Italy *****

TRADE ONLY: I always answer every letter. Do the same and we'll trade. Chris Morin #762, 8 Impasse de Belledonne, 38240 Meylan, France *****

Coffee, tea, or maybe a can opener?

Coke, Nestle join to put hot drinks in cool containers

By **MARTHA GROVES**

Los Angeles Times

SAN FRANCISCO — Coca-Cola Co. and Nestle S.A., already husky players in the global beverage market, said yesterday that they plan to team up to make ready-to-drink coffees and teas.

A new company to be owned and funded equally by the two giants would make and sell concentrates for use in production of beverages under the Nescafe and Nestle brand names. The venture would exclude Japan, where both Coca-Cola, based in

Atlanta, and Nestle, of Vevey, Switzerland, already compete with similar products.

One beverage industry consultant said such a union would enable the companies to tap into a potentially explosive market, with Nestle providing the well-known brand names and Coca-Cola supplying the distribution clout. In Japan, for example, the ready-to-drink coffee market grew 20 percent last year and is worth an estimated \$10 billion at retail.

"It's a very good move for both companies," said Hellen Berry, market research director for Beverage Marketing Corp., a consulting concern in New York. "It gives (them) a niche in a beverage category that I suspect is going to become very important."

Francois-Xavier Perroud, a Nestle spokesman reached in Switzerland, said that it is far too early to say which markets or

products would be of most interest. The products could be served hot or cold, although packaging details have not been worked out. In Japan, many consumers pour their canned coffee over ice, a variation that has not yet found wide acceptance in the United States.

"ONCE THE MANAGEMENT team is at work, they will have to identify markets," Perroud said. "We're certainly not limiting our sights to any particular regions."

Coca-Cola, which sells syrups and concentrates to bottlers in 170 countries and has the world's largest beverage distribution network, has marketed ready-to-drink coffee in soft drink-style cans in Japan under the Georgia label since 1975. The beverage, much of it sold through vending machines, is the leader with an estimated 27 percent of that market.

The company had total sales last year of about \$9 billion.

Nestle, No. 2 in Japan, distributes Nescafe ready-to-drink canned coffee through a partner, Otauka, a beverage distributor.

Pepsi-Cola, Coke's big U.S. rival in soft drinks, also sells coffee, under the Freedom label, and tea, called Jazzinn, in Japan in both cans and bottles. Spokeswoman Becky Madeira said that Pepsi has found that most customers prefer cold refreshments. She added that Japanese consumers face a dizzying array of 150 flavors of soft drinks.

Details of the joint venture could take several months to work out, observers noted. By signing a so-called letter of protocol, the two sides have "agreed to agree," said George E. Thompson, a beverage industry analyst with Prudential-Bache in New York.

NATIONAL POP CAN COLLECTORS

MID-WINTER EXTRA-CAN-2A
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INDIANA STATE FAIRGROUNDS, INDIANAPOLIS, INDIANA
John Bundy, RR2 Box 160, Noblesville, IN 46060

March 22-23, 1991 (Friday-Saturday)
PEPSI FEST '91

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Bob Stoddard (PCCC), PO Box 1275, Covina, CA 91722

JUNE 20-22, 1991
NPCC'S 8TH ANNUAL

NATIONAL EXTRAVA-CAN-ZA COLLECTORS CAN-VENTION
ROCKFORD, ILLINOIS

THE REAL THING... AROUND THE WORLD.
BY TOM KIRSCHBAUM #45

For the third consecutive year, Coca-Cola has released its trademark 6½ ounce hobbleskirt bottle during the holiday season in limited markets. But this year there is noticeable difference in the bottles than the previous years. The 1990 edition has one of fifteen different international Coca-Cola logos on one of the side of the bottle with the other side showing the standard American logo. Usually there is one country per 6-pack but as collectors we know how some of these cartons can get mixed up, so check your bottles before purchasing. The 6-pack carton shows all of the fifteen different international logo and their countries along with a Haddon Sundblom Santa and the holiday greeting "The Real Thing... Around The World." A list of the fifteen different countries is available in this issue.

In other markets, Coca-Cola has released a slightly larger 8 ounce hobbleskirt bottle. These bottles also come in 6-pack packaging however there is no holiday greeting or design on the carton. These bottles are clearly marked "NO REFILL" at the base of the bottle's neck. This release is NOT part of the international series.

We would like to here more from the bottle collectors and the sodabilia collectors in the future. Remember, we are not just a can club!

Coke celebrates season with international bottles

Gannett News Service

For the holidays, Coca-Cola USA wants customers to think global and drink local.

The soft-drink titan's holiday 1990 promotion features special 6.5-ounce bottles of Coca-Cola Classic. The first-of-a-kind bottles salute "The real thing around the world."

On one side of each bottle is the U.S. version of the Coke Classic logo. On the other side is an overseas version of the logo for Coca-Cola, as the brand is still known elsewhere.

There are 15 foreign logos, from nations including China, Germany, Bulgaria, Somalia, Sweden and the Soviet Union.

International Bottles

- Bangladesh
- Brazil
- Bulgaria
- China
- Germany
- Greece
- Korea
- Pakistan
- Soviet Union
- Somalia
- Spain
- Sweden
- Sri Lanka
- Thailand
- U.S.A.

Cola giants bottle up recycled plastic

ENVIRONMENT

“The reality is, there is a lot of plastic out there now, and we’d like to see what’s there recycled. This brings plastics recycling further along the learning curve.”

—**Jackie Prince**
Staff scientist, Environmental Defense Fund

said M. Douglas Ivestler, senior vice president at the Atlanta-based Coca-Cola Co. Jackie Prince, a staff scientist at the Washington-based Environmental Defense Fund, said the cola makers' plans are a step in the right direction.

“The reality is, there is a lot of plastic out there now, and we’d like to see what’s there recycled,” she said. “This brings plastics recycling further along the learning curve.” Plastic bottles are widely recycled now, but the finished material is used for such products as carpeting, piping and non-food containers—not for food packaging.

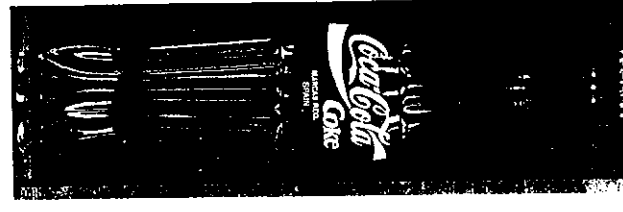
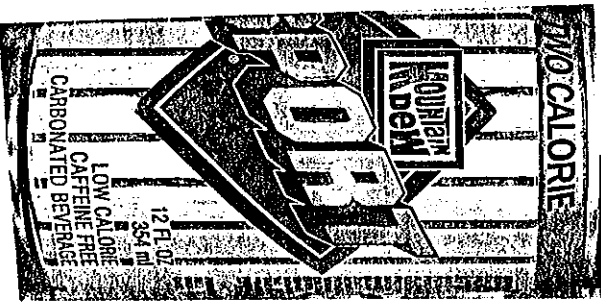
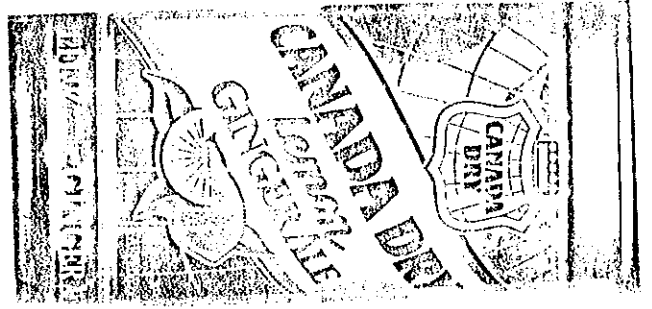
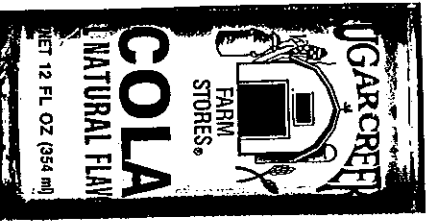
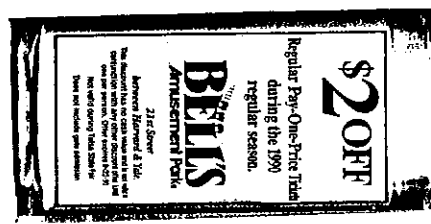
Corbin Miles, chief of the FDA’s food packaging branch in Washington, said the federal agency so far has approved only an egg company to use recycled plastic in direct contact with food.

Coke, Pepsi move a 'significant step' in right direction
By MARC RICE
The Associated Press

ATLANTA—Soft drink rivals Coca-Cola and Pepsi Cola each served up one for the environment yesterday, making almost simultaneous announcements that they plan to sell their products in recycled plastic bottles.

The cola makers became the latest to join the corporate race to please an increasingly environmentally conscious market. If ap-
prover by the Food and Drug Administration, soft-drink bottles would become one of the first cases in which recycled plastic is used in direct contact with food.

“I think recycling is one thing the cola warriors agree on totally,” said Andrew Ciancola, a spokesman at the Pepsi Cola Co.’s headquarters in Somers, N.Y. “They



PAGE 19, TOP ROW

win the Ultimate Concert Ticket, Australia

-Coca-Cola

Enter Rock 'N' Coke, New Zealand

-Coca-Cola

MIDDLE ROW

Diet Caffeine Free Pepsi, New Zealand

Diet 7 Up (redesign), New Zealand

Golden Circle Creaming Soda, Australia

Pepsi Winter Cool Collection, Watertown, WI

1 of 3 Diet Pepsi, see page 12 for others.

BOTTOM ROW

Coca-Cola 25th Year of Independence, Singapore

-Port of Singapore, 1 of 6 (page 15 for list)

Jolt Cola 350ml, Japan

Sudi Kola 325ml, Malaysia

-purchased from a street vendor

PAGE 20, TOP ROW

Hires Flyers, Power Play, Philadelphia, PA

-Diet Root Beer, Murray Craven #32

-Diet Cream Soda, Kjell Samuelsson #26

MIDDLE ROW

Classic Coke Recycle For Education, CCE Atlanta

Pepsi Bells Amusement Park \$2 Off, Somers, NY

BOTTOM ROW

Sugar Creek Farm Stores Cola, Rochester, NY

Canfield's Draft Root Beer, Chicago, IL

-redesign, also Diet Root Beer

ALONG THE SIDE

Canada Dry Lemon Ginger Ale, Oklahoma City, OK

-also available in diet

Two Calorie Mt. Dew Sport, Seattle, WA area

To the members who sent in cans and/or pictures,

many thanks.

John Bauerle #669

Brian Ayton #854

Tom Reeves #908

Tom Kirschbaum #45

Bob Russell #608

Bud Frank #515

Bill Swanson #881

When sending in photocopies of cans, please use a reduction of 70% or somewhere in that figure, and a contrast setting between medium and light. Thank



ELAINE VIETS

Beer Look-alike: Up In Arms Over Nitro

IT'S blond. It's all in black. It's bad for you. What more could any kid want?

But it gets better. Some educators hate it. They're denouncing it in the high-minded, boomer-peddled ways that will send sales soaring. Nitro Cola, the bad blond cola from Washington, Mo., is barely 3 weeks old, and it's already heading for an explosion.

What's wrong with this soft drink? Sure, it has sugar and caffeine. But that's not what makes Nitro bad.

Nitro Cola is bottled to look like beer. Corona Nitro Cola is in the clear glass bottles are made by the same American company. Nitro isn't brown like the yellow, like beer.

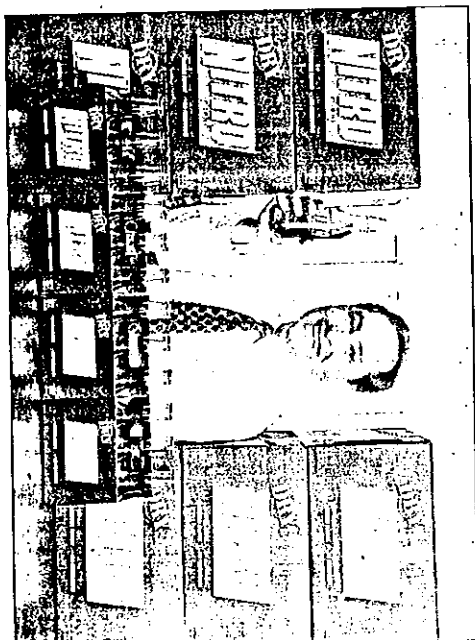
It's blond. It's blond. It's blond. The man behind Nitro, "So far as we know, this is the first blond cola."

Bristow claims he developed his bad blond for food reasons.

"Nitro looks like Corona beer, because that's what kids like to drink," he said. "We wanted to give kids a cool alternative to alcohol."

Bristow said kids could take Nitro's wicked black six-packs to parties instead of beer. "Nitro's for the real world," he said. "You can have a Nitro Cola in an intense teen situation, and look good with your peers."

"I don't teach kids to drink. Believe me, they already know about alcohol. We have a fact-based piece of research: 75 percent of fourth graders surveyed saw vending machines. We're on the high moral ground here. We're not discussing alcohol as a social drink. Like some wine coolers. We're doing just the opposite."



Rick Bristow and the bad, blond cola from Washington, Mo.

So far, Bristow's new cola is only distributed in a few areas in and around St. Louis and in the Pacific Northwest. He expects it will go nationwide eventually.

"We're really, from some teachers who appreciate what we're doing," he said. Nitro is sponsored by the school district.

But he also heard that Nitro would cause problems at the rich suburban Parkway district. "I heard that any kid who showed up at school with a bottle of Nitro would be in big trouble."

Bristow sent some Nitro to Parkway so the administration could take a closer look. It's possible he really is interested in the school district's opinion. It's also possible that Bristow is no fool and knows a controversy would boost sales.

Parkway's predictable responses would have kids swilling Nitro by the case. After talking to them, I wanted to go off on a Nitro tirade myself. Parkway's Dr. Bill Eyrd said, "We would not feel this soft drink had a negative school grounds. We would like to understand on their own for what was a credible, but right or appropriate behavior. We're interested in a product that encourages students to be involved with alcohol." Dr. Eyrd said, "I don't think they already know about alcohol?"

"If you prefer the students don't smoke, you don't allow them to walk around with take cigarettes," he said. "If you don't encourage beer, then you cannot have them with a look-alike beer."

Albert Harold, director of Parkway student services, said Bristow's claim that Nitro gives kids a cool alternative to beer is "a crock of horse manure."

That is, he said, "Your peers are engaged in some negative behavior that you should hold in check."

There is a theory that if we make peace as a nation as war, then people would want it. Isn't Bristow doing a version of that — making soft drinks as glamorous as alcohol?

"I disagree," Harold said. "We need to change the culture's attitude toward alcohol. We must get something in a package, but it's a way that works."

Will Parkway ban Nitro Cola?

"I'm very careful about saying anything should be banned," Harold said. "I'm going to let our discipline review committee look at it and get responses from them. We'll probably say it shouldn't be on campus because the glass bottle is unsafe."

Yeah, right.

A soft drink that looks like beer isn't new. Root Beer and other drinks have been going it for years. Ever hear of schools having the product say root beer has been gizzards? And school districts probably say root beer isn't safe for kids. Bristow is wrong. He says his research shows kids will buy the upscale cola.

They might, while it's controversial. But after the thrill of irritating school administrators is gone, will kids pay extra for Nitro? 160 bottles is about \$2.99 at your store. A six-pack of Nitro Cola is about \$1.99. That's a \$1.00 difference. A specialty store, Brandt's Fine Foods in University City, Mo., doesn't shop there. Young adults do. Kids like to impress their friends with their clothes and electronic gadgets. Young adults impress one another with what they consume. They're the ones pouring out millions for designer water. They're the ones who want a hip alternative to alcohol when they entertain.

Bristow should listen to himself. He told me, "In the short time it's been out, I'm pleasantly pleased that adults like it. They're ordering it in restaurants. It's tough to buy a non-drinkers drink, and Nitro isn't sticky sweet."

Many adults are also shopping for a premium cola. I think Nitro is the bill. To me, Nitro tastes like a very cheap champagne. He says you should drink it straight from the bottle. Pouring it into a glass will dilute it.

"An adult member of the Cola For Breakfast Crowd gave Nitro the ultimate praise: 'It gets rid of morning mouth,'" he said. "and it gives you a better hit than coffee."

Forget the kid's stuff, Rick Bristow. Nitro Cola is for adults only. And we don't want a steep in mom's clothing.

From the ST. LOUIS POST-DISPATCH
Submitted by Ray Scott #65

From Its Birthplace In Dixie, Cola Cuisine Is 'Real Thing'

Not all of our food history is set down in cookbooks.

— James Beard

By Marcy Goldman
NEW PRODUCTS ARE as synonymous with American culture as the leading colas — Coke and Pepsi. Not even the golden arches, Levi's jeans or Chevrolet comes close. When people order the "real thing," they insist on the "real thing." For they are ordering the American dream, neatly packaged in a glass of cold and bubbly caramel-colored seltzer and sweetener.

The North American soft drink industry really came alive in the 19th century (the name "pop," coined in 1812, describes the sound the bottles made as the cork was unplugged) as small manufacturers discovered methods for bottling their secret formulations of sugar, flavor extracts and carbonated spring waters.

The movement towards sobriety made sparkling "sipping sodas" fashionable; the birth of the modern bottling industry (along with its franchise and distribution systems) made it boom, taking favorite local beverages to national and worldwide levels.

Bottled drinks, as opposed to dispensed fountain affairs, could travel anywhere. Detroit was the home of the original ginger ale, Vernors. Sarsaparilla enjoyed an 1819 debut. Cream soda was the 1854 new rage that paraded as a "ladies' drink." The late 1880s brought in Hires root beer (formerly Hires herb tea), as well as the leaders of the pack: Coke and Pepsi.

The soda pop that blew the lid off the market was Coca-Cola, or Coke. It was the 1886 invention of Atlanta pharmacist John S. Pemberton, who combined carbonated soda fountain water with cola-extract syrup. He touted his drink as a tonic for headaches and hangovers (there are conflicting reports that the original drinks had trace elements of cocaine, along with kola bean syrup).

Although he never really perceived Coke's real potential, he prudently registered the trademark Coca-Cola. The beverage really took off when another Atlanta pharmacist, Asa G. Chandler, bought the rights to the recipe and trademark and promoted the drink as pure refreshment instead of for its medicinal attributes.

Twelve years later, yet another Southern pharmacist, Caleb Bradham, came up with a similar cola elixir, which he sold as Brad's Drink. In 1903 the name became Pepsi-Cola, and he began seriously bottling and merchandising his product.

Magic formulations. soft drink trivia, history and advertising promotions aside, perhaps the most unusual aspect of Coke and Pepsi is the number of recipes that call for cola as an ingredient.

"Cola Cuisine" isn't nouvelle or haute, not Thai, Burmese, lite, Cajun or, for that matter, even gourmet. It is a cuisine that is not likely to be embraced by the hallowed halls of the Corson Bldg, nor will you find it among the pages of "Larousse Gastronomique." But it is fun food, good and surprisingly wholesome.

Cola cuisine comes from the land of Dixie, the birthplace of both Coke and Pepsi. It seems that only magnolias and cotton look more securely than the Southerner's liking for cola. Hot weather and parched lips combined to make Coke an indigenous part of life in the deep South and certainly synonymous with the city of Atlanta. As one old cookbook on Southern cuisine notes, "The Southern craving for soft drinks amounts almost to an addiction."

How Coke got into cake batter and main dishes goes a bit further. According to Jean Liles, senior food editor of Southern Living magazine, "Coke is an ingredient in many recipes received from our readers over the years: in ham, certainly, congealed salads and, of course, for drinking. In the South, we've always had a sweet tooth... and though things are changing a little, desserts are still big things."

Jean Thwaite, recently retired food writer for the Atlanta Journal-Constitution, adds, "Here in the South, some people drink it with bourbon, which is seen as a sacrifice — some people say it ruins the good bourbon; others say it ruins good Coke."

The South is also serious barbecue territory, and Coke figures high in barbecue sauces and as a basting liquid. Sometimes people put pork or hams into a smoker (a smoke oven for cooking hams, roasts, etc.) and pour Coke into the water or drip pan. Presumably the sweetish, smoky cola fumes help flavor the roasting meat.

While cola cuisine has a long and honorable tradition in cotton country, the only time it successfully made it out of the South was in the '50s and '60s, when the cuisine of suburbia reared its head. This was a time when homemakers were putting all sorts of prepared products into their cooking.

In the typical kitchen of the suburbs, circa 1950-60, adding soft drinks, grape jelly, mayonnaise or Jell-O to regular food preparations was not unusual. Many of the recipes for cola cuisine can be traced to that time through cookbooks and advertising flyers.

What exactly does Coke do in the cooking process? Pause and reflect. Cola is essentially natural caramel color, cola extract, sugar and carbonated water — ingredients that work well in a variety of cooking applications.

Coke partisans report that Coca-Cola Classic is the only version to use for cooking. That

See COLA, Page 5

FROM YOUR TRAVELLING editor, New Shasta designs are on the shelves in the Dallas/Ft. Worth metroplex area. I also found on Classic Coke Recycle For Education to benefit the University Interscholastic League in the metroplex.

FROM MARYLAND Ousley, Elizabethtown, KY and Lubbock, TX have released Coke Santa sets again this holiday season. The E-Town cans have a slight variation from the previous years in that the recycle logo has been repositioned. Maryland also reports from Indiana that 7 Up and Diet 7 Up have "Special 4-Pack 99¢" promotion and RC has a "Trial Offer" can for 29¢. Earlier, we reported a "25¢ Trial Offer" from RC. These are two different promotions.

I would like to pass along Holiday Greetings to all the members from the following members:

- Geff and Deloris Moore & Family
- Nicolodi Francesco
- Chuck and Diana Mead & Family
- Maurice Hoogsteden
- Maryland Ousley & Family
- Larry and Amanda Sucharski
- Berry van Helmond
- James and Helen Minter
- John Hantz
- Bud Frank
- Mack and Lillian Mullins
- Tom and Kim Kirschbaum

As the year begins, I would like to ask All the members for their support and be active in some way with the NPCC. This club and hobby depends on your efforts and participation. Whether it is finding a comic or an article, attending trade sessions, sharing information, sending in new cans, or anything related to soda/pop world, each member is as important as the next one. 1990 was an exceptional year with Magicians, Pop Art, Cool Cans and many other releases. In 1991, let all of our members become a part of your world; let yourself become a part of the National Pop Can Collectors. Happy New Year!!!

From the ST. LOUIS POST-DISPATCH
Submitted by Ray Scott #65

Cola

From page one

and error has determined that Diet Coke and other diet sodas don't work. Imparting a bitter aftertaste.

Coca-Cola is not the only soft drink used in recipes. Undoubtedly, fruit sodas and root beer all have their fans as well. Recipes for Dr. Pepper and 7-Up abound.

Taking a rather dim view of this activity is the Pepsi-Cola Company, which does not encourage consumers to cook with Pepsi.

The best recipe of all we tested was things-go-better-with-Coke brisket. Not only is the flavor of the meat outstanding, the addition of Coca-Cola tenderizes the roast, and the meat is mouthwatering and fork tender.

Because of the caramel coloring and mellow cola overtones, cola beverages work well in dark-better cakes, such as cola date loaf (a Coca-Cola Company classic) and secret ingredient chocolate fudge cake, whose icing also benefits from the addition of "the real thing." The late James Beard's recipe for Southern ham basied with cola apparently is a standard cola application.

On the other hand, the matchless meat loaf (cola, onions, basil, mustard and heartburn) was abysmal, as was the casserole barbecued chicken (cola, hickory salt, chili powder and basil) and a strange cake concoction that called for bananas, cola, marshmallows and a yellow cake mix that was vintage '60s in taste and appearance.

This brisket recipe, loosely based on Coke's family pot roast recipe, is outstanding.

THINGS GO BETTER WITH COKE BRISKET

- 1 (4- to 5-pound) beef brisket
- 2 tablespoons vegetable oil
- 1 cup chopped onions
- 1 cup chopped celery
- Salt
- Black pepper
- 2 teaspoons paprika
- 2 cloves garlic, crushed
- 1/2 cup ketchup
- 1/4 cup hot water
- 1 tablespoon dry onion soup mix
- 1 (1 1/2-ounce) envelope dry spaghetti sauce mix
- 1 cup cola drink

Place meat in large roasting pan; brush with oil on all sides. Sprinkle onions and celery over meat. Season to taste with salt, pepper and paprika. Place garlic on top.

Mix ketchup with hot water; dry onion soup mix and dry spaghetti sauce mix; stir to dissolve. Add cola drink. Pour mixture over meat; cover with foil.

Bake in a preheated 350-degree oven 2 1/2 to 3 hours, basting every 20 to 30 minutes.

Serve sliced when done, or slice entire roast and reheat it in gravy the next day — 30 minutes in a 350-degree oven for extra-tender meat slices.

Yield: 6 to 8 servings.

This fruity loaf showed up in *Coke and Seven-Up cookbooks*. Let the loaf cool, then slice it the day after baking. This version was adapted from "Cooking With Coke," a publication of the Coca-Cola Company.

COLA DATE LOAF

- 1 (8-ounce) package pitted dates
- 1 1/2 cups cola drink
- 1 cup firmly packed brown sugar
- 2 tablespoons vegetable oil
- 2 cups all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon ground cinnamon
- 1 teaspoon finely minced lemon zest
- 1 egg
- 1 teaspoon vanilla or coffee extract

Chop dates. Heat cola to boiling; remove from heat. Stir in dates, mixing well. Stir in brown sugar and oil. Set aside to cool.

Combine flour, baking soda, baking powder, cinnamon and lemon zest in bowl; stir to mix. Add flour mixture to cola mixture, along with eggs, vanilla and pecans. Mix well.

Spoon batter into generously greased 8-by-5-inch loaf pan. Bake in a preheated 350-degree oven about 1 hour, or until cake tests done. Let cool on rack 20 minutes. Remove from pan; wrap. Store overnight before slicing.

Yield: 1 (2 1/2-pound) loaf.

This dark, decadent, mix-in-one-bowl fudge cake has cola in the batter and cola in the icing.

SECRET INGREDIENT CHOCOLATE FUDGE CAKE

- 1 1/2 cups all-purpose flour
- 2 cups firmly packed brown sugar
- 3/4 cup unsweetened cocoa powder, sifted
- 2 teaspoons baking soda
- 1 teaspoon baking powder
- Dash salt
- 2 eggs
- 1/2 cup vegetable oil
- 1 cup cola drink
- 1 cup buttermilk
- 1 teaspoon vanilla

For cola frosting: 3 tablespoons unsweetened cocoa powder 1/2 cup cola drink 4 cups confectioners' sugar

Sift flour, brown sugar, cocoa powder, baking soda, baking powder and salt into large bowl. Make a well in center; add eggs, oil, cola, buttermilk and vanilla. Whisk about 3 minutes to make a smooth, thin batter. Pour batter into lightly greased 9-by-13-inch baking pan. Bake in a preheated 350-degree oven 40 to 45 minutes, or until cake tests done.

Let cake cool in pan on counter. Refrigerate cake while preparing cola frosting. Combine butter, cocoa powder, cola and confectioners' sugar in bowl. Whip or beat until fluffy and smooth.

Frost cake with cola frosting. Cut cake into squares to serve. Store cake in refrigerator.

Yield: 8 to 10 servings.

What more could you ask for than this cooking guru's go-ahead for a cola cuisine specialty?

JAMES BEARDS' COLA-BASTED SOUTHERN HAM

- 1 ham (about 10 pounds)
- 1 (1-liter) bottle cola drink, approximately
- 1 cup firmly packed brown sugar
- 1 teaspoon black pepper
- 1 1/2 cups dry bread crumbs
- 2 teaspoons dry mustard

Pierce ham, fat-side down, in roasting pan. Add enough cola to half cover pan. Bake in a preheated 350-degree oven, allowing 15 minutes per pound. Baste ham frequently with cola.

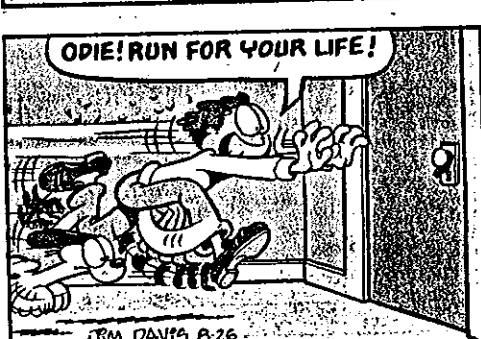
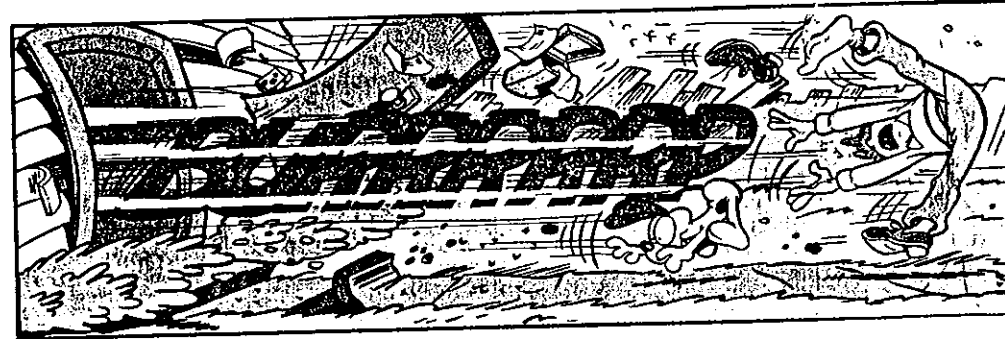
Remove ham from pan; remove skin. Rub ham well with brown sugar, pepper, bread crumbs and dry mustard. Press coating into the fat. Return ham on rack in roasting pan; return to 350-degree oven and bake 35 to 40 minutes, basting occasionally with cola.

Note: Do not use fine, aged Smithfield hams or country hams. This recipe works well with tenderized hams.

Recipe adapted from "James Beard's American Cookery" (Little, Brown, 1972).

For a free recipe brochure called "Cooking With Coca-Cola," write Coca-Cola Company USA, Consumer Affairs Dept., P.O. Drawer 1734, Atlanta, Ga. 30301.

Marcy Goldman is a free-lance writer from Montreal. Some information for this story was compiled from wire services.



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DRM DAVIS B-26

WELCOME NEW MEMBERS

BARRY SKOKOWSKI #971
7 Sprague Turn
Trenton, New Jersey
08610

WELCOME BACK RETURNING MEMBERS

SAM DETINA #172
8945 Emerson
Des Plaines, Illinois
60016

DAVE BRACKETT #577
1124 Tyler St
Fairfield, California
94533

DAVID LYON #689
PO Box 463
Lebanon, Ohio
45036

GENE JUDD #709
4950 W 36th St
Indianapolis, Indiana
46224

DARREN TURCO #766
43 Dorr Dr
Rutland, Vermont
05701

WALLY SARNE #820
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Glenorchy, Tasmania
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GUNNAR FOERSTEL #921
452 Thessaly Cir
Ottawa, Ontario
Canada K1H5W5

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OLIVIER PADUART #949
27 rue des Francs
B-1040 Brussels
Belgium

CAN-O-GRAM

FROM THE MEMBERS . . . FOR THE MEMBERS

From Geff Moore, the 12-can set of the Pepsi All-Time Tennessee Team consists of:

- Abe Shires
- George Cafego
- Ed Molinski
- Herman Hickman
- Beattle Feathers
- Bob Foxx
- Bowden Wyatt
- Gene McEver
- Nathan Dougherty
- Graham Vowell
- Bobby Dodd
- Bob Suffridge

Also from the Eastern Tennessee region are from Mello Yello, Tennessee Valley Fair and on Diet Coke, Monday Night Football (2 types).

From Brian Ayton and Bob Russell, 25th Year of Independence 6-can set from Singapore on Coca-Cola. This sets features:

- Singapore Airlines
- Singapore Airport
- Port of Singapore
- Mass Rapid Transit
- Broadcasting Corporation
- Singapore's Independence

From Bud Frank and John Bauerle, the "Hires Flyers" from Hires Root Beer and Cream Soda and the Philadelphia Flyers of the National Hockey League. Here are the 20 cans that have been found:

- Hires Root Beer
- Gord Murphy #3
- Kerry Huffman #5
- Pelle Eklund #9
- Craig Berube #17
- Scott Mellanby #19
- Rick Tocchet #22
- Ron Hextall #27
- Terry Carkner #29
- Hires Cream Soda
- Ron Sutter #14
- Tony Horacek #21
- Derreck Smith #24
- Ken Wregget #35
- Hires Diet Root Beer
- Mark Howe #2
- Jeff Chychrum #6
- Mike Riou #18
- Murray Craven #32
- Hires Diet Cream Soda
- Tom Kerr #12
- Keith Acton #25
- Kjell Samuelsson #28
- Pete Peters #33

From Tome Reeves, Fido Dido is now in Europe. As in Canada, He is promoting 7 Up. An Article that Tom submitted from FORBES MAGAZINE will appear in next month's newsletter.

continued on page 17

Y O U C O U L D B E A W I N N E R I
CONTEST/DRAWING

1) To enter, mail in six different recently released cans, special or regular issue, domestic or overseas, along with a filled out entry form. Only one entry per member so DO NOT send in more than six cans. Contest/Draw-ing is open to all active NPCC members.

2) DEADLINE: All cans and entry forms must be received by 15 January 1991.

3) Drawing will take place at the Mid-Winter Extrava-Can-Za on Sunday, 20 January 1991 in Rockford. (You do not have to be present at the drawing to be eligible to win.) Winners' names will be listed in the February CAN-O-GRAM.

4) FIRST PRIZE: One night's stay at the 1991 Can-Vention in Rockford.

SECOND DRAWING: Breakfast for two (you and a spouse or guest) at the Can-Vention Saturday Morning Breakfast Banquet.

THIRD DRAWING: One rental table for the Saturday Swap Meet.

CONSOLATION DRAWING: All the cans sent in for the drawing (minus your six entry cans.)

5) Prizes are not transferable. If any winner is unable to attend the Can-Vention in Rockford, NO prize will be awarded!

Last chance to enter. NO entries will be accepted at the Mid-Winter Extrava-Can-Za. Enter today!
~~~~~  
E N T R Y F O R M

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE/ZIP \_\_\_\_\_  
E N T R Y C A N S  
1) \_\_\_\_\_ 2) \_\_\_\_\_  
3) \_\_\_\_\_ 4) \_\_\_\_\_  
5) \_\_\_\_\_ 6) \_\_\_\_\_  
Mail to: NPCC/Contest, PO Box 7862, Rockford, IL 61126 USA

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James Minteer #435  
The Pepsi Winter Cool Collection, McKees Rocks, PA  
Regular Pepsi cans are two piece steel, Diet  
and Diet Caffeine Free cans are aluminum.

- Ray Scott #65
- Sprite & Price Six Flags/St. Louis, Eagan, MN
- Classic Coke Wyoming Centennial, Bismarck, ND & Great Falls, MT
- Combat Cooler Thirst Quencher, Los Angeles, CA
- Lemon -Lemon Lime -Orange -Punch

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- Geff Moore #670
- pepsi All-Time Tennessee Team, Columbia, SC
- George Cafego, Back 1937-1939
- Abe Shires, Lineman 1938-1940
- Bowden Wyatt, End 1936-1938
- Diet Coke Monday Night Football Sweepstakes, Bishopville, SC
- Reppo Brand, Hull, Quebec, Canada
- Orange (English side)
- Grape (French side)

- Tom Kirschbaum #45
- 7 Up The New Times Phoenix 10K, Phoenix, AZ
- 7 Up -Diet 7 Up
- Shasta (new design), Hayward, CA
- Red Pop (multi flavors available)
- Diet Chocolate (multi flavors available)
- Skaggs Alpha Beta, Salt Lake City, UT
- Root Beer (multi flavors available)
- Diet Cola (only)

\*\*\*\*\*  
1 9 9 1 M E M B E R S H I P R O S T E R

The final updates are being made to the 1991 Membership Roster at this time. The roster will be mailed with your February CAN-O-GRAM. If you plan on attending the Mid-Winter Extrava-Can-Za, you may pick up your copy of the roster at that time. The February newsletter however WILL NOT be available at the trade session. If you find any errors, please contact Dave Brackett with the corrections. Do not write to the CAN-O-GRAM. Thank You!

**FOOTBALL**  
**STRIPSTARS**  
**WRESTLING**  
**B&W USA!**

The Official Soft Drink  
**THE NEW TIMES**  
**PHOENIX**  
 12 FL. OZ. (354 ml)

**SKAGGS**  
**ALPHA BEER**  
**Cola**  
 100% CALORIE  
 12 FL. OZ. (354 ml)

ALL-TIME TENNESSEE TEAM  
 1891-1940  
**BOWDEN WYATT**  
 Captain of the 11-0 1938 team. Also served as Vol. linebacker. Member of the College Football Hall of Fame.

The Official Soft Drink  
**THE NEW TIMES**  
**PHOENIX**  
 12 FL. OZ. (354 ml)

**SKAGGS**  
**ALPHA BEER**  
**Root Beer**  
 100% CALORIE  
 12 FL. OZ. (354 ml)

ALL-TIME TENNESSEE TEAM  
 1891-1940  
**ABE SHIRES**  
 1924-1936-1940  
 1936-1938  
 1938-1940  
 Played on Vol. teams that won 31 of 32 games.

**SODA**  
 ARTIFICIALLY SWEETENED  
**REXPO**  
 BRAND RAISIN  
 12 FL. OZ. (354 ml)

**SHASTA**  
**diet**  
 CHOCOLATE  
 12 FL. OZ. (354 ml)  
 LOW CALORIE  
 ARTIFICIALLY FLAVORED

ALL-TIME TENNESSEE TEAM  
 1891-1940  
**GEORGE CAFFEGO**  
 1938-1939  
 1939-1940  
 Played on Vol. teams that won 27 of 41 games. Member of the College Football Hall of Fame.

**SODA**  
 ARTIFICIALLY SWEETENED  
**REXPO**  
 BRAND ORANGE  
 12 FL. OZ. (354 ml)

**SHASTA**  
**RED-POP**  
 12 FL. OZ. (354 ml)  
 ARTIFICIALLY FLAVORED  
 Caffeine Free

**CAFFEINE-FREE**  
**DIET PEPSI**  
 12 FL. OZ. (354 ml)

**SPRITE**  
 12 FL. OZ. (354 ml)

**OMIBO**  
**COOL**  
**ORANGE**  
 12 FL. OZ. (354 ml)

**PEPSI**  
 12 FL. OZ. (354 ml)

**Sprite**  
**1/2 PRICE**  
 One Day 1 Liter  
 June 15 - August 25  
**SIX FLAGS**

**OMIBO**  
**COOL**  
**ORANGE**  
 12 FL. OZ. (354 ml)

**PEPSI**  
 12 FL. OZ. (354 ml)

**ONE CALORIE**  
**DIET PEPSI**  
 12 FL. OZ. (354 ml)

**OMIBO**  
**COOL**  
**LEMON**  
**THIRST QUENCHER**  
 12 FL. OZ. (354 ml)

**PEPSI**  
 12 FL. OZ. (354 ml)

**ONE CALORIE**  
**DIET PEPSI**  
 12 FL. OZ. (354 ml)

**OMIBO**  
**COOL**  
**LEMON**  
**THIRST QUENCHER**  
 12 FL. OZ. (354 ml)