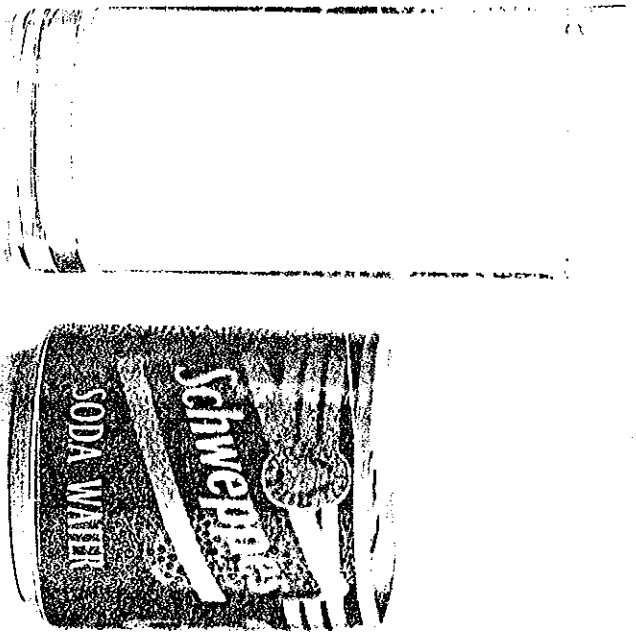


Newsletter Submissions:  
NPCC, 14630 Garrett Ave #613, Apple Valley MN 55124 USA

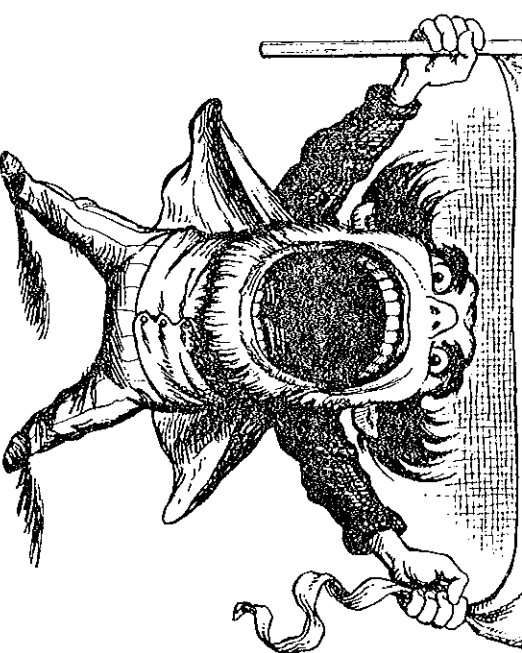


Because spring  
rain would  
taste something  
like this, if it  
had bubbles.

*The water in Schweppes Soda Water is filtered and goes through a stringent purification process. Which is the only soda water with SABS approval?  
Sch... you know who.  
Advertisement From 1994, South Africa*

# NPCC

(ALMOST) SUMMER TRADE SESSION  
UNDAY JUNE 9TH, 1994  
ROCKFORD, ILLINOIS USA  
LOOK ON PAGE 3



Date: JUNE 1994

Volume: 21

Issue: 8

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

June 5, 1994 (Sunday)

**NPCC (ALMOST) SUMMER TRADE SESSION**

Tom & Kim Kirschbaum's Resident  
5417 Midvale Dr #4  
Rockford, Illinois  
815-227-5315

Noon to ??:?? P.M.

Rain or Shine

\*\*\*\*\*

July 15-16, 1994 (Friday-Saturday)

**PEPSI-FEST WEST**

Pepsi-Cola Collectors Club  
Showboat  
Las Vegas, Nevada

PCCC, PO Box 1275, Covina, CA 91722

\*\*\*\*\*

July 13-16, 1994 (Wednesday-Saturday)

**COCA-COLA COLLECTORS CLUB**

**20TH ANNUAL INTERNATIONAL CONVENTION**

Hyatt Regency Atlanta

Atlanta, Georgia

CCCC, PO Box 49166, Atlanta, GA 30359-1166

\*\*\*\*\*

September 30-October 1, 1994 (Friday-Saturday)

**PEPSI-FEST EAST**

Pepsi-Cola Collectors Club

Charlotte, North Carolina

PCCC, PO Box 1275, Covina, CA 91722

\*\*\*\*\*

October, 1994 (Sunday)

**NPCC EAST COAST TRADE SESSION**

**W/GARDEN STATE CHAPTER OF THE BCCA**

Morristown, New Jersey

Bob Luciano #434, 215-253-4230

\*\*\*\*\*

One of the best ways to increase your collection

is to attend a trade session. Even better, why not

host one at your home. It is a good way to show

off your collection and meet other members. It is

easy; it is fun. Just let us know if you are

interested and we will be happy to assist you.

\*\*\*\*\*

**FOR TRADE: HELP!!** I'm running out of room, would trade more than 300 extra soda cans in my collection. Get 5 cans of mine for 2 Coke cans. Send me your list and get mine with photos. Fabio Pecora, viale Tito Labieno 173, 00174 Roma Italy

\*\*\*\*\*

**FOR SALE:** From Mexico; Soccer World Cup cans ('94) \$1.50 each 7 cans per set. Inauguration of Coca-Cola plant in Tijuana \$1.50 per can. 8oz bottles Inauguration new Mexicali plant \$7.50 each, \$40 six pack. USA World Cup bottle \$3, \$40 case. SASE can list. Jerry D. Watkinson, P.O. Box 1088, Imperial Beach CA 91933 USA Ph.011-52-617-69989

\*\*\*\*\*

**FOR TRADE:** Canadian Coca-Cola cans new & old. 1993 Toronto Blue Jays baseball team winners of 2 World Series Back to Back '92 & '93 2 can set, 1993 Santa cans and new olympic logo cans. Write for my list David A. Wilson, 353 William St. N., Lindsay ON K9V 5V5 Canada

\*\*\*\*\*

**WANTED:** World Cup 1994 USA Coke cans from all over the world. I'll buy or trade! Have hundreds of Coke cans for trade. I'll answer all! Ed Hallewas, Bloemkewersstrat 90C, 3014 PG Rotterdam The Netherlands

\*\*\*\*\*

**COLLECTION REDUCTION:** First come, first served at the June 5th trade session at my home. Many store brands, pull tabs, various flavors, some have not seen daylight since the mid 70's. USA, Canada and overseas. Many non-Coke & Pepsi special issues too. Make plans to attend. Tom Kirschbaum, 5417 Midvale Dr #4, Rockford IL 61125 USA. Ph.(815) 227-5315

\*\*\*\*\*

**CAN CLAN:** The "Can Clan" is a magazine published 4 times a year costing 5 Dutch guilders + postage. For more information contact Berrie V. Helmond, De Cope 35, 3421 XK Oudewater The Netherlands

\*\*\*\*\*

**HAVE YOU TRADED CANS RECENTLY???**

If you haven't traded cans recently answer one or more of the classified ads. Then place your own ad in the next newsletter. The ads are free so send it in today!!!!!!

\*\*\*\*\*

\*\*\*\*\*

All members are entitled to one free 50 word "FOR SALE/TRADER" ad per issue along with a free 50 word "WANTED" ad per issue. Only pop/soda cans, sodabilla items, non-carbonated and juice beverages will be accepted. No add will appear for more than three consecutive issues. Non-member ads will be accepted on a case by case basis upon the review and approval of the Director of the NPCC, when space is available. Display ads are available at \$5 for a quarter page, \$9 half page and \$15 full page. Display ads must conform to an 8 1/2 x 11 inch sheet of paper to be properly reduced to fit the newsletter.  
NPCC, 14630 Garrett Ave #613, Apple Valley NM 55124 USA

**FOR TRADE:** Coke 1994 Fiesta Texas, Back to Back Cowboys Superbowl, Kumba at Busch Gardens, Carowinds 1993, Tarheels 1993 mens basketball champs & more, including Pepsi, RC Cola, Dr. Pepper. Send short lists of your Coke cans. Mary Ellen Coons, HC 02 Box 74, Yancey TX 78886 USA

**WANTED:** Trading partners worldwide. I have thousands of cans of all sorts and brands from all over the world (series, oldies, specials, ect.) including Coke cans. Would like to trade them for Coke cans only. Write to Eric Van Der Vlugt, Gemertstraat 42, 5345 HE Oss The Netherlands. My E-mail address is vlugt@aixserv.hsbos.nl

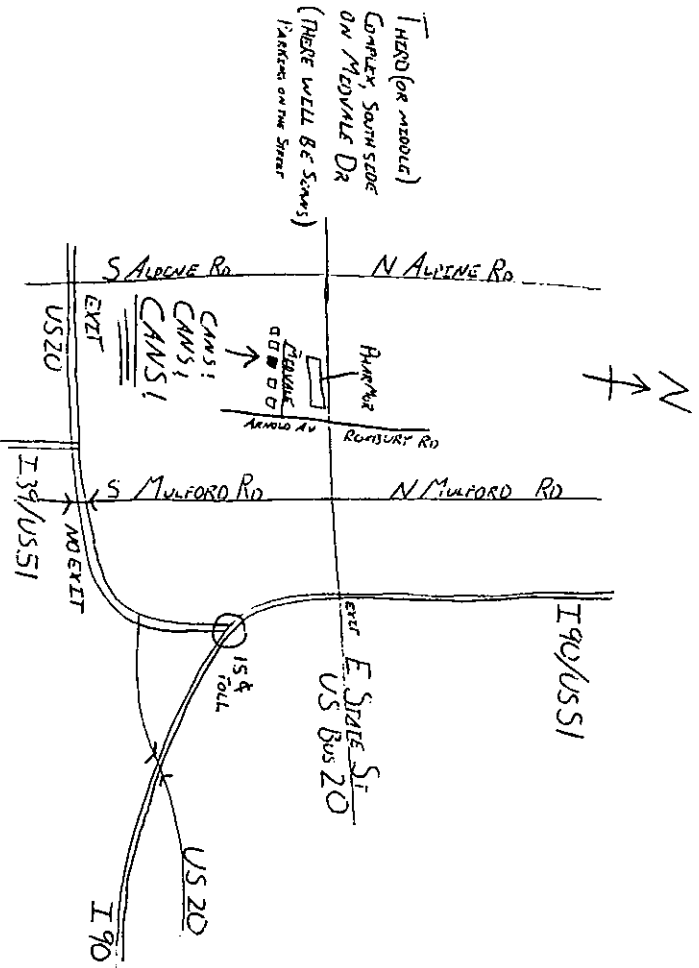
**WANTED:** I have a collection of Coca-Cola cans from all over the world, I'm in search of trading partners worldwide. I have diferent soda cans (pepsi, Sprite...) from Hong Kong, Italy and other countries to trade in exchange for Coca-Cola cans. Stefano Priori, CP 17012 via di Grottarossa 58, 00189 Roma Italy

**WANTED:** Need many Coke cans from last year including some football teams. Have many Texas and Missouri cans to trade. Also need sports schedules from almost anywhere, have some to trade or will trade cans. Mary Ellen Coons, HC 02 Box 74, Yancey TX 78886 USA

**WANTED:** To complete my set I need the Melbourne (#16) and the Moscow (#22)cans from the United Arab Emprates Olympic Host Cities set. I'll trade these cans for..? I have 100's of doubles including complete sets of Aladdin '93 (Venezuela), Christ-mas '87 (Australia), Centennial '86 (New Zealand), Calendar '92 & USA '94 (South Africa) and many more. If you have one of the U.A.E. cans in your collection don't hesitate to contact me, I REALLY WANT THEM! Mark Luijendijk, Willem Alexandereef 28, 3871 CL Hoevelaken The Netherlands

E V E N T S C A L E N D A R  
SUNDAY, JUNE 5, 1994  
NPCC (ALMOST) SUMMER TRADE SESSION  
Tom & Kim Kirschbaum's Resident  
5417 Midvale Dr #4  
Rockford, Illinois  
815-227-5315  
Noon to ??:?? P.M.  
Rain or Shine

Bring the family; Ryan can teach your little ones to crush cans, antique malls only blocks away and are open 10:00 a.m. to 9:00 p.m., shopping malls are close by too. Give us a call and let us know if you're are coming and how many. Limited tables but plenty of ground space if it does not rain. Unloading in the back at the door, parking on the street. Signs will be posted. See map below & see you on Sunday



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

MARCEL WIEGERINCK #1100 STEFANO PRIORI #1101  
 Willem Alexanderstraat 2A CP 17012 Via Grottatrossa 58  
 Nuemen, 5671 XB Roma, 00189  
 The Netherlands Italy  
 040-834-189 06-3630-0765

\*\*\*\*\*  
**WELCOME BACK RETURNING MEMBERS**  
 \*\*\*\*\*

RAY SCOTT #65 MARY ELLEN COONS #755  
 833 Washington St HC 02, Box 74  
 St. Louis, Missouri Oxford, Connecticut  
 U.S.A. 63114 U.S.A. 06478  
 314-428-3680 203-888-6179  
 BOB BUNN #980 ERIC VAN DER VLUGT #1073  
 114 Arthur Av Gemettstraat 42  
 Fox Lake, Illinois Oss, 5345 HE  
 U.S.A. 60020 The Netherlands  
 708-587-4734 31-4120-31198

\*\*\*\*\*  
**CHANGE/CORRECTION OF ADDRESS**  
 \*\*\*\*\*

WILBUR SAWMILLER JR  
 2100 Celina Rd lot 107  
 ST MARYS OH 45885 USA

**brings grief to village**

Morrison opened a drugstore in Waco. There, one of the soft drinks proved so successful that Morrison and his partner, Charles Alderton, decided to bottle it. At the insistence of the daughter, the drink was named "Dr. Pepper" after its creator.

"That's our story and we're not changing it," said Hawthorne. But it's not the story told by Milly Walker, curator of collections at the Dr. Pepper Museum and Free Enterprise Institute in Waco.

In the late 1800s, Morrison did move from Rural Retreat to Texas, stopping in Austin before buying the Old Corner Drug Store in Waco, she said. He did not bring along Dr. Pepper's daughter, but did hire Alderton. It was Alderton who

delighted in inventing soda fountain drinks — including a popular one that customers dubbed "a Waco."  
 Morrison officially named this drink "Dr. Pepper," apparently after his former boss. He formed a partnership with Robert Lazenby, proprietor of Circle "A" Ginger Ale in Waco, to bottle the new beverage. This account is supported by the Dr. Pepper/Seven-Up Companies Inc. of Dallas, current manufacturers of the soft drink.  
 "I'm going to miss having a drugstore in town," said customer Mary Diss. Piled in a cardboard box were a collection of mugs bearing the names of "Cecil" and "Price" and other townsfolk who would drop by for free coffee and gossip.

(Geff Moore)

**With Punch Line, You Can Spell Arizona Without 'T'**

**A**rizona, home of Barry Goldwater, Charles Barkley and spiritual breeding ground for Arizona Iced Tea, has inspired a new line of beverage creations.

Brooklyn, NY-based Ferolito Valtaggio & Sons has reached for more Grand Canyon State imagery in introducing two 100-percent all-natural punch drinks, Arizona Cowboy Cocktail

Mucho Mango and Arizona Cowboy Cocktail Strawberry Punch. Each is "all gussied up in signature Arizona Southwestern-style graphics," and comes in big 99-cent packages: the 24-ounce "Trail Boss" cans and 20-ounce "Bronco Bustin'" bottles. Executive vice president Mike Schott sees fruit punch as "another growth category."



(Beverage World)

# Demise of Dr. Pepper's drugstore

By Bob Dart

© 1984 Cox News Service

RURAL, RETREAT, Va.—Dr. Pepper's original drugstore is closing today in this nook of Appalachia, but that won't end the century-old mystery surrounding the soft drink that bears his name.

"There's still a lot of controversy over that around here," declared Jim Lloyd, a barber, bluegrass musician and unofficial town historian. "You hear a lot of stories in a barbershop. There are at least four or five about Dr. Pepper."

What is beyond dispute is that the Rural Retreat Drug Store was founded shortly after the Civil War by Dr. Charles T. Pepper and that the venerable

pharmacy will cease operations this week.

"We're just not making money," said Bernard Barton, the current druggist. Too many townsfolk get their prescriptions filled at a Wal-Mart located about 10 miles away, he said, explaining that national chains can buy in volume and undercut independent druggists.

It's a sad, familiar saga on small-town Main Streets across America. The difference this time is that the demise involves the emporium of Dr. Pepper, although his descendants have long since sold the drugstore.

It is an event that has sent reporters and TV crews scurrying to this faded village of 964 residents and has made

Shirley Hawthorne, the drugstore's bookkeeper, a celebrity of sorts as she converses on the phone with disc jockeys around the country.

"I'm out—I want to find me a job," she cheerfully concludes after bidding farewell to Charlie Luna, who called from a radio station in California.

Hawthorne dispenses the locally prevalent version of the soft drink's genesis: Dr. Pepper, the druggist, was an "artist" who delighted in creating soda fountain drinks out of herbs, roots, fruit juices, secret flavorings and carbonated water. He hired a young assistant named Wade Morrison who ran away to Texas with both Dr. Pepper's daughter and his soft drink recipes in the late 1870s.

# Dr Pepper : Pop art recipes

## By Ron Ruggles

Something almost mystical and regally naughty washes over otherwise calm, collected cooks when they pour a can of soda into a recipe.

And when culinary art turns into pop art, these masters of the kitchen exhibit an effervescent pride and a willingness to boast of their secret ingredient: the humble soft drink.

That giddiness has fueled a cookbook produced last year by the Dr. Pepper/7Up Cos. Inc. in Dallas. The 88-page spiral-bound collection of Dr. Pepper and 7Up recipes, created last summer for new shareholders, has been offered free to the public since fall.

"We've mailed out more than 10,000 cookbooks since August," said Tom Bayer, a spokesman.

Coca-Cola Cake and Classic 7Up Pound Cake have been recipe box staples for years, and Dr. Pepper had files of published recipes going back to the '40s. But the company wanted to update and expand the offerings, lightening the ingredients for the calorie- and cholesterol-conscious '90s, said Bayer.

Marilyn Ingram, a home economist, tested, updated and expanded some of the recipes. Ingram said 7Up works especially well for fried fish and onion rings because it makes the batter light and fluffy.

"There are a lot of things, like the biscuits and pancake batters, that seem to be better when you add a carbonated beverage," she said.

For the best results with soda-pop cuisine, Ingram makes these suggestions:

■ Don't use artificially sweetened sodas in any recipe that requires baking, because aspartame breaks down chemically in the hot oven.

■ Realize that the high sugar-content of sodas will result in a sweeter product.

For a free copy of "Cooking with Dr. Pepper and 7Up," send your name and address on a postcard to: Cookbook Editor, Corporate Communications Department, Dr. Pepper/Seven-Up Cos. Inc., 8144 Walnut Hill Lane, Dallas, TX 75231-4372.



## HITTING THE TRAIL

Tom & Shelly Schieman call themselves "the smallest root beer company on the Kansas plains."

Who knew there was even a biggest one? Doesn't matter, say the Schiemans, owners of Louisburg (KS)

- Cider
- Mill,
- because
- their
- Lost Trail
- Root
- Beer "is
- making a
- big
- splash"

now that "the popular soft drink is available for retail distribution throughout the Midwest and Mid-South."

The Schiemans are no rooties come lately. They've been brewing Lost Trail as "a novelty item" in their Louisburg country store, and included it in their first mail order catalog last year—fitting enough, since the recipe was practically delivered by Pony Express. According to the Kansans, "The unusual name dates back to Shelly's great-great-great grandfather who got lost near the Santa Fe Trail."

(Beverage World)

## Mollet Supper Cake

- 1 1/4 c. Dr. Pepper, heated to boiling
- 1 c. quick-cooking oatmeal
- 1/2 c. shortening
- 1/2 c. granulated sugar
- 1/2 c. brown sugar, divided
- 2 eggs
- 1 1/2 c. flour
- 1/2 tsp. salt
- 1 tsp. baking soda
- 1/2 tsp. nutmeg
- 1/2 c. butter, melted
- 1 c. light cream
- 1 c. fine-grated coconut

Pour hot Dr. Pepper over oatmeal, stir and let stand 15 to 20 minutes.

Preheat oven to 375 degrees. In a large bowl, cream shortening and gradually add granulated sugar and 1 cup brown sugar. Cream well. Add eggs, beating until mixture is fluffy.

Mix together butter, 1/2 cup brown sugar, cream and coconut. Spread topping over hot cake and place under broiler. Broil until topping is bubbly and lightly browned. Serve warm. Makes 12 servings.

Per serving: 397 calories; 19 gm. fat; 52 mg. cholesterol; 250 mg. sodium.

## Classic 7Up Pound Cake

- 1 c. butter or margarine, softened
- 1/2 c. shortening
- 3/4 c. sugar, divided
- 1 tsp. vanilla
- 1 tsp. almond extract
- 1 tsp. butter-flavored extract
- 5 eggs
- 3 c. all-purpose flour
- 1/2 tsp. salt
- 1 1/4 c. 7Up, divided

Preheat oven to 300 degrees. Cream the butter, shortening, 3 cups sugar and extracts in a large bowl; beat until light and fluffy. Add eggs, 1 at a time, beating well after each addition.

Combine flour and salt; add alternately with 1 cup of the 7Up, beating well after each addition. Spoon into a well-greased and floured 10-inch tube pan.

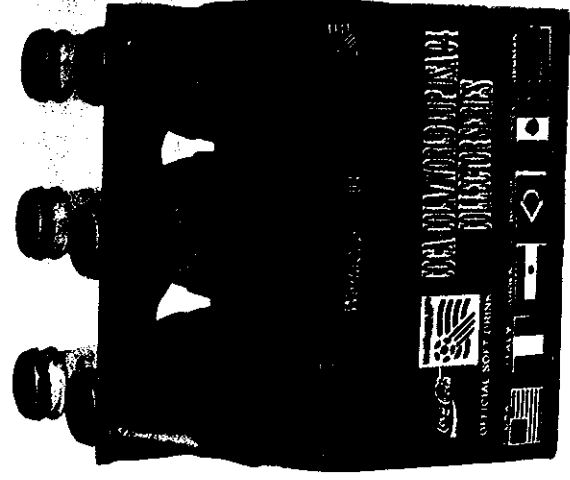
Bake 1 hour 45 minutes or until done. Cool in pan on a wire rack for 10 minutes. Remove from pan.

In a small heavy saucepan, combine remaining 1/4 cup 7Up and 1/2 cup sugar and bring to a boil. Boil 2 to 3 minutes or until sugar dissolves. Punch holes in top of cake with a toothpick; spoon glaze over the cake. Cool completely. Makes 12 servings.

Per serving: 586 calories; 28 gm. fat; 133 mg. cholesterol; 278 mg. sodium.

(Minneapolis Star Tribune)

\*\*\*\*\*



(Jerry Watkinson)

\*\*MEXICO\*\*

The Coca-Cola can is for the inauguration of a new plant in Tijuana. The bottles shown are for the inauguration of a new Coca-Cola plant in Mexicala and 1/6 World Cup bottle set (U.S.).

\*\*\*\*\*

**COLA RETAIL PRICES/12-Pack Cans**

**One-Year Average Through 2/19/94**

Coca-Cola classic	\$2.85
Pepsi	2.94
RC Cola	2.81
private label cola	2.06
Diet Coke	2.93
Diet Pepsi	2.99
Diet Rite	3.01
private label diet cola	2.08

**Nailed it: Designer says his group's new can top should be picked to click**

Jim Lundgren has helped design what he believes is a better can tab. Why? "We just got tired of breaking our fingernails all over the place," says Lundgren, head of the St. Petersburg-based L. W. Loyol

compatible with automatic canning equipment," he says. "We came up with this particular design which meets all those requirements."

The new lid offers only one major point of difference from the standard lid: When the tear-strip is in the 9 o'clock position, the operating tab is at the 6 o'clock position instead of its normal 3 o'clock position. "At that point we start an incline plane," explains Lundgren. "You push the lever up the incline to its normal three o'clock position. It clicks into place as soon as it gets directly in-line with the tear-strip, and at that point it's high enough to easily flip over. The incline could be punched right into the lid."

Lundgren admits the chances of the Click Top topping one's favorite beverage anytime soon aren't tops: "Picture yourself as a can manufacturer that's making lids like crazy. You're working seven days a week, 24 hours a day, selling every single can lid that you make. Why should you change?"

—Robert Emprato



**Click Top's difference: about three hours.**

Corporation, "and we knew this was a worldwide problem."

Lundgren's group took its lid mission seriously enough to design something called the Click Top. "It couldn't use any more material than the current lids, it had to stack properly, and it had to be

(Beverage World)

**COLA RETAIL PRICES / 2-Liter PET**

**One-Year Average Through 2/19/94**

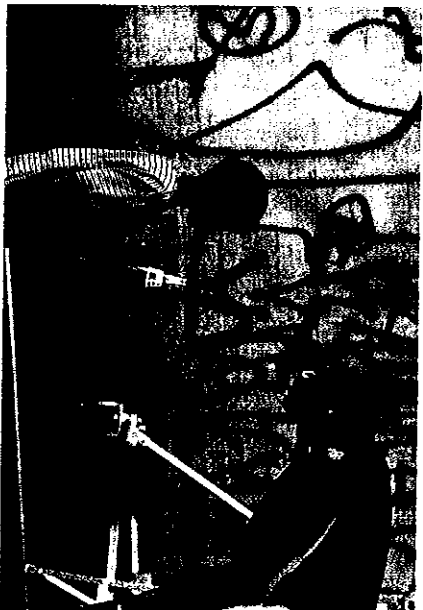
Coca-Cola classic	\$ .98
Pepsi	.99
RC Cola	.93
private label cola	.67
Diet Coke	.99
Diet Pepsi	1.00
Diet Rite	.99
private label diet cola	.68

# Shaq Scores For USA; Pepsi Gets The Assist

**P**epsi big man Shaquille O'Neal is getting the go-ahead from his corporate partners to play for the American basketball squad in upcoming international competition. Pepsi originally balked last fall when

McDonald's/Coke cup would seem quite unseemly to Pepsi. But the franchisor has been assured by governing body USA Basketball that "restrictive commercial clauses" will be eliminated in advance of the 1996 Olympics.

"Dream Team II" was coming together, since the all-star hoops squad is as much about marketing as it is roundball. Team USA has a standing promotional agreement with McDonald's, Coke's premier fountain account; putting Shaq's mug on a



\*\*\*\*\*

**ALADDIN...**

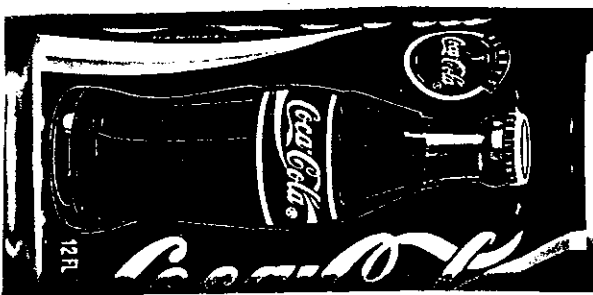
There is a five can Aladdin set from Germany. The five Fanta orange cans show different scenes from the movie.

(Tom Kirschbaum)

\*\*\*\*\*

**MULTISIDED CAN...**

Coke has released another multisided can. This can shows the contour bottle and was released in the North Carolina, USA area.



(Bill Swanson)

\*\*\*\*\*

**BUFFALO BILLS...**

Coca-Cola has released a can to commemorate the Buffalo Bills winning four straight AFC championships.

(Joe Morales)

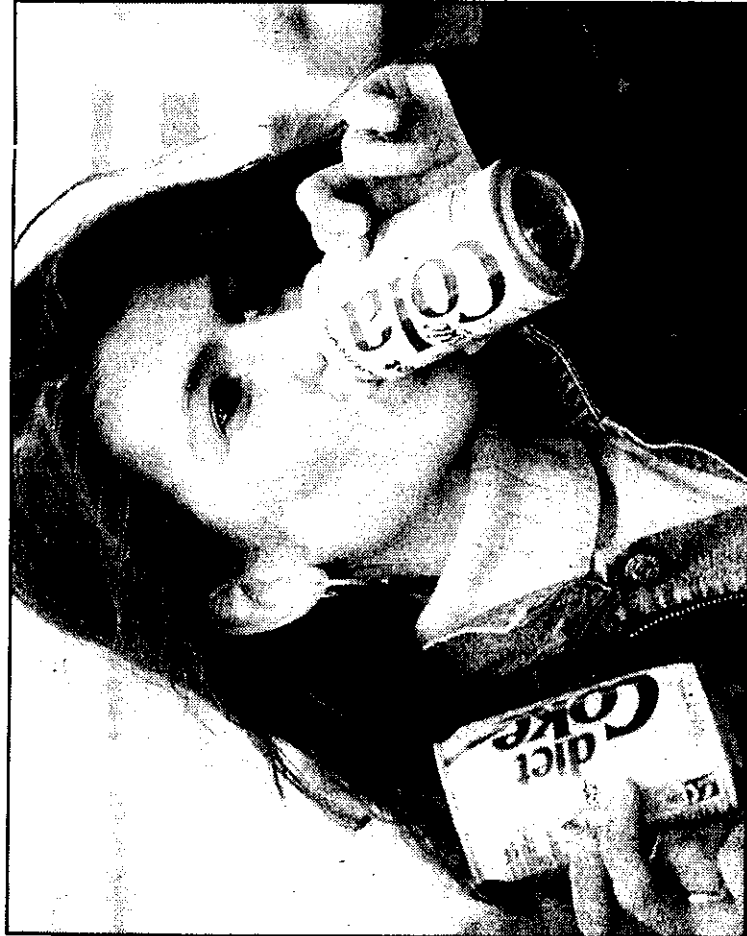
\*\*\*\*\*

**WORLD CUP...**

Does any member have information about a South African World Cup set? Do you know of any other sets for the 1994 World Cup?

Spain (24) Flags of the World Cup teams  
 The Netherlands (14) Host Countries  
 Mexico (7) World Cup mascot  
 England (3) 500ml cans with soccer players

\*\*\*\*\*



ASSOCIATED PRESS

London student Diana Bunic compares new, old beverages Monday

## Coca-Cola fears new cola drink will draw Brits from real thing

LONDON (AP) — Coca-Cola appears worried that British consumers might have a hard time knowing which red and white can holds the real thing.

The nation's biggest supermarket chain, J. Sainsbury PLC, annoyed the world's top soft drink company Monday with a new house-brand cola that looks like Coke but for a cheaper price. The Sainsbury's Classic Cola boasts of "original American taste."

"We believe it matches the leading brands," Sainsbury spokeswoman Louise Platt said. She disputed suggestions that her company's cola was designed to look like a counterfeit Coke, at a price of about 38 cents per

can, compared with 48 cents for Coke. "The lettering's different," Platt insisted.

But the white word "Coke" on the red can of Coca-Cola appears quite similar to the word "Cola" on the Sainsbury version, both in size and style. Both cans have pictures of bottles that look like old Coke bottles.

This creates a dilemma for Atlanta-based Coca-Cola. The company doesn't want to see its British market share of 60 percent eroded by a new competitor. But it also doesn't want to pick a fight with one of its biggest customers.

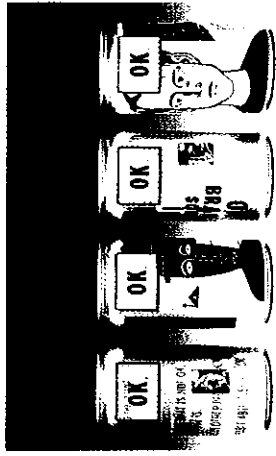
(Dayton Daily News, Pebbie Rose)

## Things are going to be OK, Zyman says, particularly for Coca-Cola

However you construe the current state of carbonated beverages, Coca-Cola senior vice president and chief marketing officer Sergio Zyman wants you to know, "Things are going to be OK." For Coca-Cola, he means. The company has developed an entirely new product for the Beavis and Butt-Head generation, OK Soda, which should hit selected markets by Memorial Day.

Consistent with the theory that linear thinking went out the window when MTV was cabled into the living room, OK confounds anybody looking for the front of either of its four introductory package designs. There are none, per se. Instead, depending on which can or bottle you get, there are scattered random thoughts and offbeat illustrations (black and white and red all over), imparting the point that there is no point to OK—other than to sell lots of it to cynical, disenfranchised 12-to-25-year-olds who are turned off by the norm.

Not labeled as any particular flavor, OK offers hints of orange and perhaps even cola. The HFCs-sweetened, caramel-colored product is lightly carbonated for what Zyman



Four different can designs depict varying degrees of OK-ness.

calls "optimum drinkability." OK contains caffeine and 150 calories per 12-ounce serving.

Say what you will about OK Soda and its ironic imagery, but credit Coke for fulfilling its promise to increase the velocity and frequency of its new product introductions (witness Fruitopia). It took about 75 days to come up with OK, according to Zyman.

Restating the contemporary Coca-Cola credo, he asserts, "We are going to develop products that consumers want in order to have a full product line and try to take it all."

—Larry Jabbonsky & Greg W. Prince

## YES, WE HAVE NO ALCOHOL

If you want your Coke with something extra, you can order a Rum 'N Coke or something like it. But you definitely have to add the alcohol to the Coke. Malaysian bottler Fraser & Neave has tried to emphasize that to the Kuala Lumpur government which said it might ban Coca-Cola if it finds the world's No. 1 soft drink contains alcohol. Huh?

Malaysian authorities are testing Coke for alcohol after published reports—picking up on allegations originally printed in the 1993 book *For God, Country and Coca-Cola*—suggested the cola's secret recipe contains "alcohol as part of the essence." The rumors led to an impromptu Moslem boycott of the product. Fraser & Neave vice president Zainuddin Nor says there is no alcohol or fermentation involved, adding Coke is recognized in 195 countries as non-alcoholic.



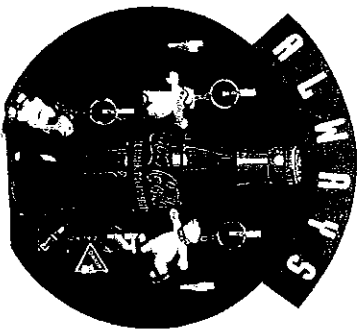
# Always Bullish On Polar Bears

**T**he Always Coca-Cola Polar Bears aren't just for winter anymore. Coke, in a marketing agreement with Dakin Inc., will offer a line of plush stuffed bears the year round. The

Woodland Hills, CA company is also manufacturing

and distributing key chains, PVC figurines, straws and mugs featuring the Coke trademark

and its furiest spokesstars. "The product launch symbolizes more than just our partnership with one of the world's best-known companies," says Bob Solomon, chairman and chief executive officer of Dakin. "It's an opportunity to design classic merchandise."



(Beverage world)

# Coke thirsting for name fame with OK Soda

**F**unky names seem to be the order of the day in the soft-drink arsenal of Coca-Cola USA.

The latest is OK Soda, a new carbonated beverage the company plans to market in the U.S. and other countries.

OK Soda, unveiled at a luncheon for media representatives in New York Wednesday, is said to have a citrus taste.

A Coca-Cola spokesman confirms that OK will be targeted at the 12- to 25-year-old market, primarily males.

Less than two months ago, Coke unveiled a line of non-carbonated fruit drinks called Fruitopia, also targeted at the younger crowd.

OK Soda sounds like it comes out of the same marketing vernacular as Like Cola, a soft drink of the distant past that was a flop at the old Seven-Up Co. prior to a merger with Dr Pepper Co.

Coke contends that OK is recognized and understood by more people worldwide than any other expression. The Atlanta-based company contends that Coca-Cola is second best known.

Whether OK can fly may well depend on advertising and promotional support. Wieden & Kennedy, a Portland, Ore., ad agency best known for its work on Nike, has the assignment.

Cola drinks still drive Coca-Cola Co.'s business, but tastes have changed and consumers are looking for alternative or "new age" drinks, even those with bizarre names.

(Bob Bunn)

# Sales are mountin', Dew keeps climbin'



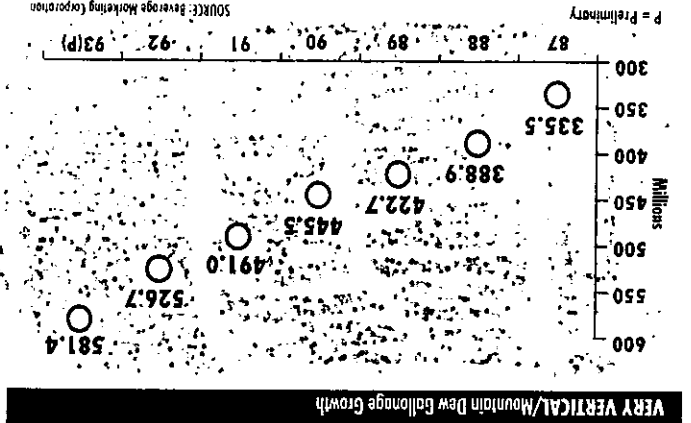
Dew and Diet Dew do get in our faces.

two years ago, Pepsi spun its spinoff onto its own label, leaving the Dew line to do what Dew does best: sell soda. Mountain Dew was 1993's big gainer among Top 10 soft drinks, according to Beverage Marketing Corporation, increasing its volume by 10.4 percent. Pepsi's citrus sizzler was the only leading soft drink to enjoy a double-digit gain. The formula that made Mountain Dew mount up its galleons in 1993 is roaring back in 1994, as Pepsi urges Generation X to "Get Vertical With The Power Of Dew" once more. Low-cal types (Generation Eck?) will see more of the quartet of non-suckers who have never "done Diet Dew." Despite the high-profile of the latter campaign, Diet Mountain Dew lost galleons last year, likely swept down in the underflow that knocked seven of the Top 10 diet soft drinks for a loss in '93. Seeing as how Mountain Dew was on the scene long before All Sport, it

Sport was Mountain Dew Sport. About O'Neal era (1989-1992). All Abdul-Jabbar/pre-Shaquille

seems only appropriate Pepsi has hired Koreem Abdul-Jabbar to promote a Dew retail program that offers premiums for pro-of-purchases. The likes of Reebok and Rawlings. The former Lew Alcindor, it will be noted, began his NBA career 25 years ago—about 2-1/2 seasons before Shaquille O'Neal began his life.

—Greg W. Prince



(Beverage World)

\*\*\*\*\*  
N E W C A N S  
\*\*\*\*\*

Page 11

TOP ROW

Coke (500ml) 1994 NCAA Final Four (NC, USA)  
(Joe Morales)  
Coke (440ml) Spar 1963-1993 (S. Africa)  
Coke Shoprite Checkers Birthday Special (S. Africa)  
Coke Wyoming High School Rodeo (USA)

MIDDLE ROW

Coke 1993 Yakima Bears (WA, USA)  
Pepsi 1993 Aloha Run (HI, USA)  
7up '93 First Night (HI, USA)  
Diet 7up '93 First Night (HI, USA)

BOTTOM ROW

Dr. Pepper '93 Air Force Schedule (USA)  
(last 8 Debbie Rose)  
Coke 1994 Spring Break S. Padre Island (TX, USA)  
Coke Albuquerque Summerfest '93 (NM, USA)  
Coke Pueblo of Jemez (NM, USA)  
(last 3 Bill Swanson)

\*\*\*\*\*

Page 12

TOP ROW

Coke (500ml) World Cup '94 (U.K.)  
(1 of 3 can set)  
Star Drinks Tonic (France)  
Pepsi Max (U.K.)  
Pepsi 25P (U.K.)  
(last 4 Vincent Bastien)

MIDDLE ROW

Coke "Win" contest (Australia)  
(Brian Ayton)  
Coke 1993 Grand Prix (Puerto Rico)  
Coke 1993 Busca un Condico... (Puerto Rico)  
(last 2 Mike Lawrence)  
Pepsi Pepsi con Felicidad ('93) (Venezuela)  
(Joe Morales)

BOTTOM ROW

Pepsi Winfield Cup Festival contest '93 (N. Zealand)  
Pepsi '93 pop-art set (New Zealand)  
(last 4 Brian Ayton)

\*\*\*\*\*

\*\*\*\*\*  
N E W C A N S  
\*\*\*\*\*

Page 13

TOP ROW

Pepsi Bell's Amusement Park '93 (OK, USA)  
Pepsi '93 Special Events (VA, USA)  
Pepsi SeaWorld San Diego (CA, USA)  
Pepsi '93 Special Events (MD, USA)  
(Paul Bates)

MIDDLE ROW

Pepsi Proud to be made in West Virginia (USA)  
(Tom Kirschbaum)  
Pepsi Ducks III '93 (WY, USA)  
(Mel Weseloh)

BOTTOM ROW

Diet Pepsi Dino Mania '93 (TN, USA)  
Pepsi Universal Studios Halloween '93 (FL, USA)  
BOTTOM ROW  
Pepsi Elichts 1993 (CO, USA)  
Pepsi Dinotour '93 (LA, USA)  
Pepsi Enchilada Festival 1993 (AZ, USA)  
Pepsi Universal Studios Back to the Future (CA, USA)

\*\*\*\*\*

Page 14

TOP ROW

Coke Astroworld Batman the Escape '93 (TX, USA)  
Diet Coke Astroworld Batman the Escape (TX, USA)  
Coke Greeley Independence Stampede 1993 (CO, USA)  
Coke Aztec 1992-1993 (CO, USA)

MIDDLE ROW

Coke Oklahoma State Fair '93 (USA)  
Diet Coke Opryland 1993 (NC, USA)  
Diet Coke Texas Rangers 1993 (TX, USA)  
Diet Coke Fiesta Texas '93 (TX, USA)  
(last 8 Mary Ellen Coons)

BOTTOM ROW

Dr. Pepper Cavalry '93 schedule (OK, USA)  
Pepsi Kentucky Kingdom '93 (USA)  
Pepsi '93 Pepsi Events (MD, USA)  
(Paul Bates)  
Pepsi Earthquake '89 (CA, USA)  
(Bill Swanson)

\*\*\*\*\*

\*\*\*\*\*  
N E W C A N S  
\*\*\*\*\*

**Astroworld**  
FREE TICKET WHEN YOU BUY ONE

NEW! 1993  
Astroworld  
FREE TICKET WHEN YOU BUY ONE

**S&W DEFAULT**  
September 17 thru October 3, 1993  
Ocala, FL  
SAVE \$2  
Local-Only Nights  
Sept 21, 25, 28, 30  
8 PM to Close  
Bring an empty 30oz Coca-Cola classic can to receive a \$2 discount on the One Place\* onboard at the Central Mall. One coupon per person. Not valid with any other offer.

**By Cavalry Basketball**  
the entire family

**Walt Disney World**  
ON ANTHONY CITY

Monday: Ocala  
Tuesday: Ocala  
Wednesday: Ocala  
Thursday: Ocala  
Friday: Ocala  
Saturday: Ocala  
Sunday: Ocala

FOR INFORMATION

**Astroworld**  
FREE TICKET WHEN YOU BUY ONE

NEW! 1993  
Astroworld  
FREE TICKET WHEN YOU BUY ONE

**OPRYLAND**  
Regular Adult Admission to  
GREAT SHOWS, GREAT RIDES, GREAT TIMES.  
Good only Aug. 9 - Sept. 6  
Must be quickly received on OPRYLAND before 8:00 AM on the day of use. Not valid on any other day. One per person. Not valid with any other offer.

**Great Escape**  
From this Flyer can to ticket order at time of purchase and receive a \$3.00 discount on one regular priced \$16.95 general admission ticket.

**Kentucky Kingdom**

**Grand Exposition**  
For tickets  
Information Call (703) 564-4444

**Spinnaker**  
BUY ONE TICKET GET ONE FREE!  
Home Games  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**TDW**  
\$6 OFF  
TASTE OF DC  
1993  
Sept 18-20  
Sept 21-23  
Sept 24-26  
Sept 27-29  
Sept 30-1 Oct

**AZTEC**  
DENVER  
September 26, 1992 - February 21, 1993  
Discover nearly 300 artifacts from the Aztecs, including human pressure suits, a feather headdress, and a 15th-century calendar. Located in Denver, Colorado.

**FIESTA TEXAS!**  
SAVE \$5  
Theme Park  
Fiesta Texas  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**PEPSI**  
SURVIVE THE BIG ONE!  
SAVE \$4.00  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**COCA-COLA**  
Coke  
Coke

**1993 Yellowstone BEARS**  
Yellowstone  
Bears  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**1993 HOME SCHEDULE**  
Football  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**COCA-COLA**  
Coke  
Coke

**CREET ALBION HON**  
PRESIDENT'S DAY  
FEBRUARY 15, 1993  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**1993 HOME SCHEDULE**  
Football  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**SHOPRITE**  
Checkers  
Birthday Special

**Button Up Hawaii!**  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**ABUSQUENSE**  
SUMMER 93  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**NATIONAL HIGH SCHOOL FINALS**  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**Button Up Hawaii!**  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

**JEMIE RED ROCKS ARTS AND CRAFTS EXHIBITION**  
1993  
Aug 13-16  
Aug 17-20  
Aug 21-24  
Aug 25-28  
Aug 29-31

