
PEPSI CLUB OF IOWA

Terry Brennan, editor

June 2006

New Members:

Upcoming Events:

June 24, 2006 – club meeting/annual picnic at home of Ron and Charlene Haring, 2862 380 Ave, Camanche IA

August 5, 2006 – club meeting at the home of Terry and Jenny Strayhall, 14 Chrisop Ct, Colona IL

August 17-19th – Ozark Mountain Pepsi convention in Branson MO

September 16, 2006 – swap meet, Collectamania, 3200 Delaware, Des Moines

October 2006 – club meeting at home of Mike and JoAnn Vath, 13796 Fairlawn Ave, Apple Valley MN

December 2006 – Christmas party

Club News:

On April 15 the meeting was held at the home of Craig and Kathy Leaf, attending were 19 members. The meeting was called to order and Kathy Leaf passed out the minutes from the previous meeting. The treasurer, Barb Beaver, reported that we now have \$1650.24 in the bank and this meeting the raffle brought in another \$86. Items discussed were: having a Swap Meet at the Brass Armadillo in Des Moines on June 9th, 2007, to be followed by our annual picnic. We are hoping to annually have a Swap Meet each spring at the Brass Armadillo and a fall one at Collectamania. We also discussed having new t-shirts and sweatshirts made up. Kathy Leaf, Jenny Strayhall and Charlene Haring volunteered to contact companies they knew and obtain quotes for these. A committee was also formed to look into ways to celebrate our 10th anniversary. Barb Johnson (Davenport), Charlene Haring (Camanche), Becky Brennan (Des Moines), Kathy Leaf (Boone) and Darrell McClanahan (St Ann MO) are the committee and will come up with ideas which the club will vote on. If anyone has an idea and would like to share it, please contact one of the individuals above and let them know what you would like to see happen.

Darrell and Linda McClanahan of St Ann MO have joined the list of lifetime members.

We will be holding our swap meet again this fall, the confirmed date is September 16 (rain date September 23) so get your stuff ready. In addition to our advertising, Collectamania will be mentioning us in their radio ads so we should have a good turn out!!!

We will be set up in the same location as last year and in addition, there will be a flea market going on too. This event should help bring in new people to see us.

Barb Johnson of Davenport has started up her own web site, <http://www.freewebs.com/pepsidewme/> is good until July 3 and then it will be simply <http://www.pepsidewme.com>. She has several Pepsi rubber stamps for sale along with pictures and so on. Check it out.

National News:

In the March newsletter, I told you about The Soda Spectrum series, Everything Pepsi 2006 edition. It sold for \$6.95 plus \$2.00 shipping/handling and it sold very well. The demand was great enough that another issue of it is coming out in June sometime. The cost will be the same for this issue. If you are interested in getting it, by mail the address is: Playing With Words Specialty Publications, P O Box 5432, Huntsville, Ontario, Canada P1H 2K8h <http://www.sodaspectrum.com> is the web address for ordering online. The biggest difference between the two issues is that in this one, there will be an ad for our club.

Pepsi Unveils Two New Product Innovations for 2006

Thursday May 18, 10:44 AM EDT

PURCHASE, N.Y., May 18, 2006 /PRNewswire-FirstCall via COMTEX/ -- Pepsi-Cola North America today announced two new additions to its expanding beverage portfolio -- Dole Sparklers and Sierra Mist Cranberry Splash. Dole Sparklers, an entirely new line of sparkling juice drinks, launches this fall in four unique flavors. Sierra Mist Cranberry Splash, a limited-time flavor extension available exclusively this holiday season, launches in November.

Dole Sparklers

Dole Sparklers, an invigorating, low-sugar sparkling juice, is made with real fruit, B-complex vitamins and 50% less sugar and calories than a regular juice drink. The light, refreshing beverage comes in four flavors: pomegranate blueberry, orange tangerine, cranberry raspberry and pink grapefruit. Available in a single-serve, 16.9-oz proprietary plastic bottle with a distinctive "bubble" design embossed into the packaging, the product launches in October.

Sierra Mist Cranberry Splash

Sierra Mist is launching its first limited-time-only offering with Sierra Mist Cranberry Splash, the crisp lemon-lime soft drink flavored with a hint of cranberry. Sierra Mist Cranberry Splash will be available for eight weeks, beginning in November, in packaging that will reflect the spirit of the holiday season. Supported with national television and radio advertising, Sierra Mist Cranberry Splash will be available in 20-oz. and two-liter bottles as well as 12-packs of 12-oz. cans.

"We're constantly examining our product pipeline to develop innovations that will satisfy the unmet needs of our consumers," said Meena Mansharamani, senior vice president of innovation and insights, Pepsi-Cola North America. "With the introduction of Dole Sparklers, we're providing a light, invigorating sparkling juice that's low in sugar and calories, but indulgent on taste. Sierra Mist Cranberry Splash is the ideal beverage for the holiday season, when consumers tend to seek more variety. From its crisp, unique flavor right down to its festive graphics, it will make its way to the top of plenty holiday shopping lists this year."

Pepsi-Cola North America also plans summer launches of Jazz, from Diet Pepsi, and Ben & Jerry's Milkshakes. Jazz, a new low-calorie cola, comes in two indulgent flavors: Black Cherry French Vanilla and Strawberries & Crème. Rich, indulgent Ben & Jerry's Milkshakes will be available in classic Ben & Jerry's flavors that consumers know and love.

PURCHASE, N.Y., June 5, 2006 /PRNewswire-FirstCall via COMTEX/ -- As America awaits the return of the Man of Steel in Warner Bros. Pictures' highly anticipated release of Superman Returns on June 30, PepsiCo, the film's official food and beverage partner, is launching exclusive promotions, packaging and products tied to the movie's release. More than one hero will be crowned this summer through several interactive sweepstakes.

"Capture Lex and Win"

Beginning June 5, Pepsi will offer a guaranteed \$1 million reward to the winner of the national "Capture Lex and Win" sweepstakes. To play, consumers enter codes found on specially marked packages of Pepsi products at www.dailyplanet.com to view a video story. Thousands will learn the whereabouts of Lex Luthor and win any of the following items: an EA Superman Returns video game, a Superman Returns toy from Mattel or a \$10 cash reward. Each code entry also automatically enters the consumer into a Grand Prize drawing for the \$1 million cash reward for capturing Lex Luthor. One winner is guaranteed.

Exclusive Limited-Time Offers

As part of the promotion, the Pepsi and Diet Pepsi brands will each have a special design on cans featuring the Superman shield against the can's graphics while a limited-edition SoBe Superman energy drink will be available in participating stores nationwide. Additionally, participating 12-packs and 24-packs of Pepsi products will be wrapped in Daily Planet newsprint, including a special Superman Returns comic that ends with a cliffhanger, created by DC Comics exclusively for Pepsi. Consumers can log onto www.dailyplanet.com to learn more about the comic's evolving story, which will be updated with a fresh chapter each week.

Jeff Gordon Drives Superman Paint-Out Car at the Pepsi 400

Pepsi's own superhero, race car driver Jeff Gordon, will drive his Pepsi Chevrolet in a special Superman Returns paint-out car at the Pepsi 400 on July 1. The car is designed to replicate the image of a soaring Superman with a red roof and blue hood that features the iconic Superman shield, along with Pepsi graphics. Brandon Routh, star of Superman Returns, will serve as the Grand Marshal of the race, which will take place in Daytona, Fla.

Exclusive Promotions

Throughout the summer, Mountain Dew Arctic Burst and Mountain Dew Kryptonite Ice flavored Slurpee(R) drinks will be available in limited-edition Superman Returns cups exclusively at participating 7-ELEVEN(R) stores. Pepsi will place Superman Returns-themed interactive displays in the aisles of retailers throughout the country, including Wal-Mart, Kroger and HyVee.

Frito-Lay

"Lay's Ultimate American Adventure"

Lay's Potato Chips brand is giving consumers the chance to win The Ultimate American Adventure with the help of Superman. From June 5 through July 8 participants can visit Lays.com to enter the "Superman Coordinates" code found inside specially marked bags of Lay's for their chance to win. Five lucky grand prize winners will receive an Ultimate American Adventure for four people at iconic American landmarks such as the Statue of Liberty, Mount Rushmore, the Grand Canyon or the Kennedy Space Center. Other prizes will be given away every five minutes of the promotion, including Superman-themed toys and games.

"Be a Hero. Bring Home the Smiles!"

Inside specially marked Frito-Lay 24-count snack packages and Frito-Lay crackers, consumers can find Superman Returns Mattel Toy Bucks for discounts on must-have toys including action figures and the Superman Returns R/C Flying Superman figure from Mattel.

Exclusive Limited-Time Offers

Superman Returns thematic packaging will appear on other Frito-Lay products, including Baked! Lay's Original, Baked! Lay's Cheddar Sour Cream, Baked! Cheetos Crunchy and Baked! Cheetos Crunchy Flamin' Hot, and Lay's Stax Spicy Buffalo Wings.

Quaker/Tropicana

"Find Superman and Win"

Select Quaker and Tropicana products will feature the "Find Superman and Win" promotion, an instant win game that offers over 50,000 prizes including Superman Returns EA video games, Mattel toys, action figures, puzzles, and card games. Consumers can go to www.quakeroats.com/findsuperman to enter the code found on specially marked packages of Cap'n Crunch cereal, Life cereal, Quaker Breakfast Bars, Quaker Breakfast Bites, Quaker Chewy Granola Bars, Pasta Roni, Tropicana Twister and Tropicana chilled drinks. Additionally, various brands will feature a Superman Returns Mattel Toy Bucks on-pack coupon for discounts towards the purchase of cool Superman-themed items.



This is artwork done on some Pepsi trucks in Europe. Definitely cool!
