
PEPSI CLUB OF IOWA

Terry Brennan, editor

March 2006

New Members:

J.O. Parker – Montezuma IA

Upcoming Events:

March 23-25 –Pepsi Fest, Indianapolis IN

April 15, 2006 – club meeting at home of Craig and Kathy Leaf, 894 J Ave, Boone IA

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 of Colona IL

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

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

December 2006 – club meeting at home of Terry and Becky Brennan, Des Moines

Club News:

At our Christmas meeting, those present voted for new officers. Your new officers are: Terry Brennan, President/editor; Barb Johnson, Vice President; Barb Beaver, treasurer/raffle master; Kathy Leaf, secretary. Having the dinner at the Hilltop Restaurant was a success; they catered to us and treated us like royalty. The gift exchange was done there and the restaurant had us leave the packaging and disposed of it for us. Afterwards, we all traveled to our house where dessert was served. In the true Christmas tradition, fun was had by all and friendships were strengthened.

February 25, we had our meeting in the home of Barb Johnson of Davenport. As usual we had our raffle and we had 22 items including tray, cooler bags, puzzle, Christmas ornaments, golfing bear and so on. With the success of our raffle, lifetime memberships, we now have \$1, 139.65 in our treasury. Our brick is now in place in front of the 4-H building at the fairgrounds in Des Moines, a picture is included on the back page of this newsletter. Several issues were discussed and resolved at this meeting, the dates for future meetings which are reflected up above and the date for our annual swap meet. Collectamania has invited us back this year as they were impressed with the turnout that we had, several people that stopped to see us then went into Collectamania and spent money. Barb had plenty of snacks (chocolate covered strawberries and pineapple bits) and Pepsi products for all. After the meeting we all went out for supper together before going our separate ways.

There is an all-Pepsi magazine that just came out by Soda Spectrum and if you go to www.pww.on.ca/spectrum.htm you can order the issue and have it delivered to your house. Just under the banner is the link to Everything Pepsi 2006, just click on it and you will get to see what the magazine looks like and order on-line. If you want to order by mail, make check or money order payable to: Playing with Words. Their address is PO Box 56, Rosseau Ontario Canada POC1J0.

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 turnout!!!

We have sold four lifetime memberships now. John Lawler of Cedar Rapids, Craig and Kathy Leaf of Boone; Mel and Barb Beaver of Melcher; and Tony and Sara Saunders of Mt Pleasant. Lifetime memberships are \$80 for singles and \$100 for family.

National News:

PepsiCo Acquires Star Foods, Major Polish Snack Company

PepsiCo Leads Savory Snack Category: Portfolio Includes a Broader Range of Popular Snack Brands
PURCHASE, N.Y., Jan. 2 /PRNewswire-FirstCall/ -- PepsiCo announced that it has acquired Star Foods, one of Poland's leading makers of savory snacks. The transaction was completed today.

The purchase strengthens PepsiCo's position as Poland's market leader in potato chips. It also gives PepsiCo the largest position in the broader savory snack category -- which includes potato chips, pretzels, nuts and extruded snacks. Star Foods has been the market leader in extruded snacks. PepsiCo has sold Lay's potato chips and extruded snacks in Poland since 1991.

"Bringing together Frito-Lay and Star Foods creates a company with a broad portfolio of products and a stronger distribution system, enabling us to better serve the needs of Poland's consumers," said Michael D. White, PepsiCo International chairman and chief executive officer. "This transaction also represents important progress in our strategic effort to build our position in snacks across Europe."

The acquisition includes all of Star Foods' snack brands -- including Star Chips and Mr. Snaki extruded snacks -- as well as manufacturing and distribution facilities. The company's primary manufacturing plant is in Tomaszow Mazowiecki.

Pepsi Celebrates 20th Consecutive Super Bowl With New Diet Pepsi Campaign

Monday January 30, 10:03 AM EST

Jan 30, 2006 /PRNewswire-FirstCall via COMTEX/ -- After two decades of groundbreaking and memorable advertising during the Super Bowl -- sometimes featuring the world's most popular celebrities -- Pepsi is at it again. This time, zero-calorie Diet Pepsi is the star, and the "Diet Pepsi Can" becomes a celebrity in its own right. Two commercials for the brand, along with a third for Sierra Mist, will air in the first and second quarters of Super Bowl XL on ABC's February 5 telecast.

Diet Pepsi, newly dubbed this season as the official soft drink of the National Football League, continues to raise its profile with a second straight appearance on the Super Bowl.

"People have loved Diet Pepsi for decades and the brand is currently experiencing great popularity," said Cie Nicholson, SVP and chief marketing officer for Pepsi-Cola North America. "The Super Bowl offers the perfect platform for a new Diet Pepsi campaign. This brand is an important fixture in our portfolio and we will continue to look for opportunities to put it center stage."

The can's agent, Jay Mohr (Jerry Maguire, "Last Comic Standing") meets with each celebrity to make sure his client gets the best deal. A brief description of each commercial follows:

- * Diet Pepsi - "Hip-Hop Can" (:60)
Sean (P. Diddy) Combs turns to Diet Pepsi to help him produce a new hit song. They both go into the studio to create a new track, "Brown and Bubbly," that immediately races up the charts.
 - * Diet Pepsi - "Stunt Can" (:30)
Jackie Chan looks to co-star with Diet Pepsi in his next big action movie. Once on the set, Jackie finds a clever solution to a tricky problem.
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The fairgrounds, in an effort to do repairs to the buildings and grounds, sold bricks to raise money. Our club decided to buy a sponsorship as this is where the club first started, at the 4-H building on the fairgrounds in Des Moines, IA.



These three pictures are the latest cookie jars that are just coming into the market. Stan Hoff, who made cookie jars for Coca Cola and Campbell Soups, has made these for Pepsi along with salt and pepper shakers, napkin holder and magnets.



Magnets



napkin holder



s/p shakers



s/p shakers



S/p shakers



sugar packet caddy