



PCIC - Pepsi Cans International Club

Can-News

#7 - Winter 2006 / Spring 2007

First of all, a new name for this newsletter and a slightly modified look of the headline. Great news from Pepsi, which declared 2007 as the "Year of the Can", with the "Global restyle" and the new "Choreography" promotion, just launched worldwide (see images in the "New cans - 1" section).

New tastes are scheduled in USA next summer, more info coming in the next newsletter.

A good news is coming from Germany: square-E logo cans are finally out, after long time without new cans, but are difficult to be found as German cans are now less common than plastic bottles and are sold at 0.25 € (0.32 US\$) more, for recycling. I hope this won't be the future in all countries.

Within this issue, the new section "Images from the world" is presented: it's a collection of images related to Pepsi cans; please submit your findings to let this section continue.

Chris

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NEW CANS — 1



USA
"Your Pepsi"
(George)



POLAND 4 Can set
(George)



KOREA
3 Can set
(Internet)



USA
"Racing"
(Internet)

MEXICO
? Can set
(Alex)



CHINA
? Can set
(Chris)



THAILANDIA
4 Can set
(Weeranon)



AUSTRALIA 12 can set
(George)



ITALY
7 Can set
(Chris)



OTHERS COMING OUT:

Brazil (6 cans) / Philippines (3) / Russia (6) / UK (?)

NEW CANS — 2



THAILAND
Cristina Aguilera (4 can set)
(Steve)

At the moment only one can with ribbed neck is known (same can is also available with normal 206 neck)

VIETNAM
Pepsi Festive
(George)



ITALY
Twist "Vota il design e vinci"
(Chris)



TAIWAN
Be@rBrick (2 can set)
(Steve)
Same set is also available from HK and China

GERMANY
Square E logo reg., Light and Twist



POLAND
Pepsi Cino
(Chris)

USA
Reg. 8 oz can
(John)



USA
Diet Jazz Caramel Cream
Test can ("NOT FOR SALE" on the back)
(George)



Ebay CRAZY WORLD

Fake cone-tops, sold by the same seller who, at least, clearly wrote "reproduction". Unbelievable!!



Sold at:	260.00 US\$	152.61 US\$	30.30 US\$	118.50 US\$	52.00 US\$
Bids:	25 (6 bidders)	11 (5 bidders)	5 (5 bidders)	8 (4 bidders)	3 (3 bidders)

LET'S SPEAK THE SAME LANGUAGE

OLD LOGO - Part 1

Introduced after the *Bottle cap* logo, the *old logo*, so called because was substituted by the one known as *New look*, is the most recognized Pepsi logo, the longest used (between 1967 and 1991) and the one with more variations.



Bottle cap New look

Regular cans:



3p (PC-P-P, b-r-w), Square E:
3 panels (Pepsi-Cola in blue, Pepsi in red, Pepsi in white), with square E

2p (PC-P, b-r), Square E:
2 panels (Pepsi-Cola in blue, Pepsi in red), with square E

3p (PC-P-P, red), Square E:
3 red panels (Pepsi-Cola, Pepsi, Pepsi), with square E

2p (PC-P, red), Square E:
2 red panels (Pepsi-Cola, Pepsi), with square E



Vertical stripes

3p (PC-P-P, red), Round e:
3 red panels (Pepsi-Cola, Pepsi, Pepsi), with round e

2p (PC-P, red), Round e:
2 red panels (Pepsi-Cola, Pepsi), with round e



3p (P-P-P, red), Round e:
3 red panels (Pepsi, Pepsi, Pepsi), with round e

2p (P-P, red), Round e:
2 red panels (Pepsi, Pepsi), with round e

IMAGES FROM THE WORLD



The can in the ad looks similar to a 1997 Diet can from Venezuela,



but logo has been printed upside-down, for better reading.



Mural painting in an alley in Adams Morgan, Washington, DC, USA.

Ad in a train station in Bangkok, Thailand.



Jeweled Pepsi can bows as Bowl bling



Updated 1/11/2007 7:37 AM ET

By Laura Petrecca, USA TODAY

In order to put some pop into its sponsorship of the Super Bowl XLI halftime show, Pepsi will give away a \$100,000 jewel-studded soft-drink can to a lucky fan.

The sweepstakes winner also will get two Super Bowl tickets every year for life.

"The can is all blinged out," Pepsi-Cola (PEP) North America Chief Marketing Officer Cie Nicholson says of the sterling-silver can crusted with 300 diamonds, 100 sapphires and 100 rubies. The design was inspired by past Super Bowl rings, as well as by the Vince Lombardi Trophy for the winning Super Bowl team.

Recycling ads with Puerto Rican cans (collectors do better use of empty cans, isn't it?).

