



PCIC - Pepsi Cans International Club

Can-News

#8 - Summer 2007



A new logo and a new invasion of cans (Choreography), in already almost every country; Pepsi Max launched or re-launched; new summer taste in the USA; new country with Pepsi cans (Algeria); new country selling imported Pepsi cans: Afghanistan (from Kuwait), Kenia (from Egypt), Yemen (from Saudi Arabia) and Sri Lanka (from India); Design Our Pepsi Can and Choose Your Can promotions (more in the next issue); 5 pages in this newsletter: why should a collector ask for more?

Chris
(christian.cavaletti@marelli-berta.it)

NEW CANS – 1



USA: Artworks for Summer Mix and Diet Pepsi Max
The idea of Summer Mix came up before Max, so also a Diet Pepsi Summer Mix was scheduled. Then, to have more money available for the Max campaign, Pepsi decided not to produce Diet Summer Mix.
(George)



Left to right: **Turkey, Mexico, U.A.E., Morocco, China, UK, Czech Rep.**
Pepsi Max has been launched worldwide; where was already available it has been re-launched with the new logo ("Stripes beside globe") or the several new Choreography looks.
In Italy, due to low sales, Pepsi Max was retired from the market on 2004 (when Pepsi Light was introduced).
(Chris)

NEW CANS — 2



ALGERIA (2006)
Production of this can was managed by the Italian branch of Crown-Cork & Seal. A Diet (or Light) can should be also available

(Chris)



BOSNIA-HERZEGOVINA
SM GROOVY
(Choreography can)
(Chris)



U.A.E.
(Chris)



FRANCE
Slim 250ml Light and its advertisement
(Chris)



JAPAN
(Internet-George-Chris)



CHINA
Promotional Choreography cans
(Stephen)



USA
New "Silver Arch" logo
Diet cans

(George-John)

USA

Variations of the new "Silver Arch" logo Diet Pepsi can:

- 8 Fl. Oz.
- ribbed neck (from Hawaii)
- "NEW YORK" around neck (from NY City)

(George-Internet)



Ebay CRAZY WORLD



JAPAN:
70's "The Beatles" can
(sold at 500 US\$, 11 bids)



USA: Luke Skywalker prototype cans. The black can did not meet George Lucas' approval, because he did not think that his movie was dark and that the can, if put into production, would associate a dark image with his movie. The blue can is another prototype practically identical to the black except for the color being blue instead. No bids (they were listed at 5000 US\$!).

Again fake cans (flat-tops):



Sold at: 24.99 US\$
Bids: 1



Sold at: 30.99 US\$
Bids: 2



Sold at: 24.99 US\$
Bids: 1



-
-

Did you ever have a personalized Ebay auction? Thanks to my friend in Turkey, I did!

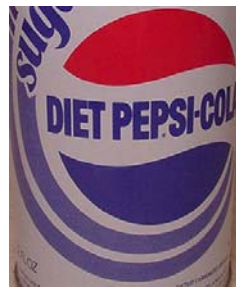
LET'S SPEAK THE SAME LANGUAGE

OLD LOGO - Part 2

Diet cans:



Blue dots bottom



Blue spiral



Waves
(red, d.blue, l.blue)



Waves
(red, 2 dark blue)



Layered look

“OLD LOGO - VERTICAL STRIPES” CANS

This is one of the most fascinating but mysterious logo: in fact was not released in every country and it's not identified by the Pepsi-Cola Company as one of the significant logo, changed during the years. These cans must be considered as not common and their dating is very difficult: a reasonable estimation place them between 1970 and 1976.

Up to date, 16 different cans are known, including only one Diet.



Picture
Not
Available

Country	Australia	Australia	Canada	Canada	Puerto Rico	Taiwan
Content	13 FL OZ	13 FL OZ	10 OZ IMP. 10 IMP. FL. OZ.	10 OZ IMP. 10 IMP. FL. OZ.	12 FL. OZ.	?
Body	SS-Ls	CS	SS-Ls	SS-Ls	SS-Ls	?
Top	FT	?	TT	TT	?	?



Country	Germany	Germany	Germany	England	England	Switzerland
Body	SS-Ls	SS-Ls	CS-Ls	SS-Ls	SS-Ls	SS-Ls
Top	TT	TT	TT	FT	TT	TT



Country	Japan	Japan	Japan	Japan
Body	SS-Ls	SS-Ls	SS-Ls	SS-Ls
Top	FT	TT	TT	?

IMAGES FROM THE WORLD



Pepsi:
queen of soft-drinks
or soft-drink for queens?



"You're fired, Jack. The lab results just came back, and you tested positive for Coke."

She got drunk because of this!
(picture found on the internet,
unknown person)



Advertisements for Pepsi Max
(against Coke Zero)