

# The Refresher

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MID-AMERICA CHAPTER OF THE COCA-COLA COLLECTORS CLUB

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## Member Dates

### NOVEMBER

#### BIRTHDAYS:

Brian VanFosson..... 2  
 Mark Menke..... 3  
 Paula Carter..... 12  
 Terry Schmidt..... 17  
 Elizabeth Maddux..... 22  
 Jeff Daly..... 26  
 Karen Cottengim..... 29  
 Tim Shaw..... 30

### DECEMBER

#### BIRTHDAYS:

Traci Menke..... 3  
 Kathy Bassman..... 4  
 Olivia Rogers..... 5  
 Kathy Hutchinson..... 8  
 Sarah Roberts..... 13  
 Jerry Lierly..... 14  
 Noreta Martinek..... 24  
 Judi Webb..... 28

#### ANNIVERSARIES:

Dan and Noreta Martinek..... 26

## JOANIE'S GIBBERISH

Is it possible that 2021 will see Coca-Cola clubs getting back to regular schedule? We all hope so. Many clubs have not had a meeting all year. We were happy to have one. We were disappointed to have to cancel the October meeting, but the Christmas lunch and auction is still going to happen. The annual Christmas party will take place on December 5 at the First United Methodist Church located at 301 SW Woods Chapel Rd, Blue Springs, MO 64015. It is the same location as last year. Activities will begin at 1:00 PM. The meal will be catered by Zarda's BBQ. The menu will include choice of 3 meats and 3 sides dishes. The club will supply beverages and dessert. **The cost is \$15.00 per person.** We will keep it simple and the board will serve the food. A reminder postcard will be sent to you for RSVP and must be returned by November 20. Information about masks requirements by the church will be included in the RSVP postcard. We will need to follow the mask mandates and other safety guidance that the church has established. Please park on the west parking lot near the family center. Enter through the doors where the Santa is located. There is an elevator to the second floor. We are in room 117. We will have greeters at the door. This year we are asking for canned food to supply the church food pantry. There will be an auction with proceeds going to Spring Fling 2022. Instead of a gift exchange please an item

for a selling table. There will be sticky notes for who you need to talk to about purchasing an item.

Spring Fling is at the Hilton Garden Inn in Independence on April 16-17, 2021. The Board is looking forward to having this event as it is our 45th birthday. We hope all you will join us for this milestone.

Please keep the following members in your prayers as they are experiencing a few health issues. Paula Carter, Fred Wilkinson, Mark Magel, Roy Hutchinson and Rodger Robinson.

Respectfully,  
 Joanie



## TREASURER'S REPORT

### August 2020

Beginning balance	\$5149.96
Revenue	\$180.00
Expenses	\$ 0.00
<b>Ending Balance</b>	<b>\$5329.96</b>

### September 2020

Beginning balance	\$5329.96
Revenue	\$ 0.00
Expenses	\$ 200.00
<b>Ending Balance</b>	<b>\$5129.96</b>

# COCA-COLA RESHAPES PORTFOLIO

*The Journey 10/16/2020*

The Coca-Cola Company will retire select underperforming products by Dec. 31 – including TaB diet soda and ZICO coconut water in the United States – as part of a global portfolio refresh prioritizing category-leading brands with the greatest potential for growth and scale.

Other outgoing products in the U.S. include those under Odwalla (announced in July), Coca-Cola Life and Diet Coke Feisty Cherry, as well as regional offerings like Northern Neck Ginger Ale and Delaware Punch.

“We’re challenging ourselves to think differently about our brands to accelerate our transformation to a total beverage company,” said Cath Coetzer, global head of innovation and marketing operations, The Coca-Cola Company. “This isn’t about paring down to a specific number of product offerings under our brands. The objective is to drive impact and growth. It’s about continuing to follow the consumer and being very intentional in deciding which of our brands are most deserving of our investments and resources, and also taking the tough but important steps to identify those products that are losing relevance and therefore should exit the portfolio.”

## Eliminate to Innovate

A cross-functional, networked team carefully audited the company’s total portfolio over the last few months, earmarking thriving global, regional and local beverages with track records of sequential, incremental growth.

Discontinuing the Odwalla range of products frees up resources to invest in growing trademarks like Minute Maid and Simply and fund the launch



of promising innovations like Topo Chico Hard Seltzer, Coca-Cola Energy and AHA flavored sparkling water.

“We’ve worked closely with our bottling partners and customers to streamline our SKUs – not just products, but also packaging configurations,” said Brad Spickert, senior vice president, innovation and commercialization, Coca-Cola North America. “We’re creating oxygen to grow offerings we believe have the opportunity to be bigger and more scalable. AHA flavored sparkling water is an example of a priority innovation that requires significant resources – from branding and marketing, to retail sales, to commercial execution. Until now,

our system has supported all SKUs with similar effort – time, money and energy – but all are not seeing the same return on effort.”

The portfolio reset will better position the company to nurture promising local innovations, and graduate regional wins to the global stage. It also will help brands in markets around the world climb the ladder from “explorer” to “challenger” to “leader” status more quickly and more efficiently. “We know we need to get smarter and more effective with our marketing,” Coetzer said. “That doesn’t mean spending less, but rather making sure every dollar we invest on behalf of the portfolio is in service both to the consumer and our business.”



# BARQ'S CELEBRATES 122 YEARS

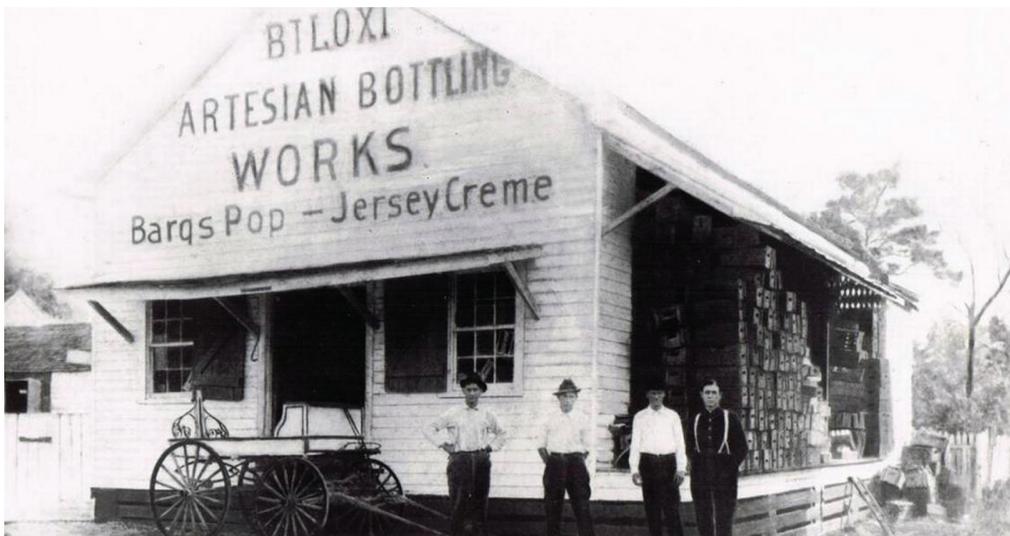
## *The Journey 2018*

The story of Barq's began in the French Quarter of New Orleans when Edward Barq was born in 1871. After studying as a sugar chemist at Tulane University, Barq moved to Biloxi, Miss., where Barq's started as a mixture made in backyard tubs.

1995, The Coca-Cola Company purchased Barq's, making history with the company's first purchase of a carbonated beverage in the U.S. The brand has continued to expand nationally and globally, but regional roots are still behind the offbeat charm of this 120-year-old brand.

Somewhat of a local icon, Barq's is deeply intertwined with the vibrancy of the region's culture through its relationships with food and festival culture.

If you travel down to the Gulf Coast, it's easy to see how the "Barq's Bite" ties into the unique dining experiences of the region. Barq's was also



experiencing growth of its own as it expanded throughout sandwich shops in the Gulf Coast, around the same time the po' boy sandwich was

created. To this day, many locals still embrace the tradition of washing down a po'boy with a Barq's.



# 2012-2015 BLAST FROM THE PAST





# Mid-America Chapter of the Coca-Cola Collectors Club

November/December 2020 NEWSLETTER

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## UPCOMING EVENTS

### MID-AMERICA MEETING SCHEDULE 2020-2021

**United Methodist Church**  
Blue Springs, MO  
December 5, 2020

**TBA**  
February 6, 2021

**Garden Hilton Inn**  
Independence, MO  
April 16-17, 2021

**Note: These meetings may change depending on Covid-19**

## MID-AMERICA BOARD

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