

# TO THE 45% OF YOU THAT THE COCA-COLA COMPANY ADMITS DON'T PREFER THE NEW COKE TASTE:

## CAN WE TALK?



**W**hen the Coca-Cola Company did blind taste tests\* on their new drink, how many of those tested do you think liked it more than the old taste?

90% 80% 70%? Try 55.

Forty-five percent of you, that's right, almost half, probably won't prefer the taste of new Coke. And we wouldn't blame you for being a little upset.

Where's "the real thing"? Why'd they mess around with your Coke? Why'd they fix it if it wasn't broke? What are you supposed to do now?

Respectfully, because we know how it feels to lose an old friend, we'd like to suggest an alternative.

Pepsi.

Yes. Pepsi. Just take in the coupon below to your favourite store. And we'll give you the taste of a New Generation.



**"I'M MAD AT COKE AND I'M NOT GOING TO DRINK IT ANYMORE."**

Free Can or 300ML Pepsi.  
Mr. Dealer: Upon presentation of this coupon by our customer for a free can or 300ML Pepsi, your local Pepsi-Cola Bottler will reimburse you with an equivalent amount of Pepsi at no charge. Application for redemption on any other basis constitutes fraud. Invoices showing your purchase of sufficient stock (in previous 90 days) of the product identified to cover all coupons presented for redemption must be



shown on request. Coupons will not be honoured and will be void if presented through outside agencies, brokers or other who are not retail distributors of our merchandise, unless specifically authorized by us to present coupons for redemption. Only one coupon may be redeemed per purchase. Cash value of 1/20 of 1¢. For redemption mail to your local Pepsi-Cola Bottler. Limit: One coupon per customer. Contents only, deposit extra.

**HURRY! GET YOUR FREE PEPSI. OFFER EXPIRES SUNDAY JUNE 2, 1985.**

### PEPSI. THE CHOICE OF A NEW GENERATION.™

"Pepsi", "Pepsi-Cola", and "Pepsi. The Choice of a New Generation" are registered trademarks of PepsiCo, Inc.  
\*Based on test results released in April 1985 by Coca-Cola Ltd.