



May/June 2026

Club Français des Collectionneurs de Coca-Cola

French Coca-Cola Collectors' Club

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www.clubcocacola.fr

Facebook

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The President's Introduction

Hello everyone,

A lot has happened since the last convention, which took place eight days before the Covid lockdown in 2020, but... not so much for our French Coca-Cola Collectors' Club. I've been a member since the first event in 2013—first as an exhibitor, then as a volunteer—and some of you have asked me for updates when we've met in Essen or Brussels. I tried to get some, to move things forward, but without success. I created the website www.2collect.cc, which features news and sends out a newsletter every two months to stay in touch and keep everyone informed, but it doesn't replace the joy of sharing at a convention.

After talking with Serge Truillet, our former president, and Franck Destuet, a longtime member and exhibitor, we came to the conclusion that if I wanted to get the club back on track, I would have to take over as president. As a young early retiree, I had time on my hands, and through my website I was showing that I hadn't left the world of Coca-Cola collecting. I accepted, on the condition that certain changes be made: greater transparency, such as holding general meetings (which could remain brief and concise) during conventions, and an executive board elected for only two years. So Serge handed the reins of the club over to Franck and me, but... there wasn't much left: no website (it had been hacked), no bank account, a PayPal balance that was too low, and no connection to the members. Christophe Bernardo, known to many of you from previous



conventions, joined us as Treasurer, and then Corine, Franck's wife, agreed to become our secretary. We were then able to register the changes with the prefecture and start looking toward the future, together with you. That's why a survey

was sent to former members via email—to those for whom we had a valid email address, of course. This survey was also posted on the club's Facebook page. Thank you to those who took the time to respond; the results will be shared soon. [The new website](#) is taking shape; you can log in and register in the members' area, which gives access to news and the club's "shop": www.clubcocacola.fr

We are currently working on opening a bank account, finalizing the website, preparing for the 2027 convention, and planning a few surprises in the meantime!

See you soon!

The link to our new website



Don't hesitate to sign up—there's no membership fee for 2026!

A few words from the Vice President



Hello,

This is Franck. I've volunteered to help revive the French Club alongside Patrick and Christophe.

It's true that since COVID, things have been pretty quiet without Coca-Cola, so I've turned my attention to another passion: the Goldwing. But I'm reaching out to you again to bring together French and international collectors once more. Marne-la-Vallée was convenient and fantastic with Disney, but it's become financially impossible, so we're going to offer conventions throughout France. I hope you'll join us again and help us bring in new members to grow the Club.

We're also looking forward to your ideas to keep the Club alive.

The secretary's idea

Hello,

I'm Corine, the lady wearing the Coca-Cola hat!! I've been married to Franck, a passionate Pembertophile collector, for over 30 years, and we're now working to revitalize a new club that's being reborn from the ashes. We're counting on you for future memberships. Take advantage of it—this year it's free!!!

As for organizing a new French convention in 2027, we'll need you to join us as exhibitors or visitors. We'll be waiting for you!!!

Covid has clipped our wings (or our legs) but we're still here! And as Coluche would say: "We're counting... on... you"!!!

See you very soon for this new adventure.



The Treasurer's résolutions

Dear Members,

As treasurer of the Coca-Cola Club France, I'd like to use this newsletter to provide an update on our club's activities and our plans for the coming months.

Beyond managing the finances, it is our shared passion for the brand's world that guides every decision we make as the board.

Budget Update & Club Activities

For this new season, the board has approved a major decision: to make club membership completely free in 2026. Our goal is to open our doors to as many people as possible and to strengthen the connections within our community of collectors.

In return, our budget for this year is particularly tight. This situation requires us to manage our finances very rigorously and forces us to rethink our activities. The focus will be on simple events centered on sharing, exchange, and friendship, in order to keep the club alive without unnecessary expenses.



Hearing from our members, showcasing your finds:

The club comes to life through your display cases. We hope this newsletter will become a space for all of you to share.

Share your latest additions! Have you just

added an unusual or historic item to your collection? Send us a photo. We'll publish the best images from the community in upcoming issues for all enthusiasts to enjoy.

Thank you all for your loyalty and enthusiasm within the club.

Christophe Bernardo

News

As you read this, the World Cup is likely all over the news. We've posted about some of the special edition cans released for the occasion; you'll find the link further down in this document. Since then, Coca-Cola France has confirmed that the French series will feature ten countries, with two versions: regular and zero.



Two glass bottles are also available in restaurants, so they're a bit harder to come by.

A quick search on an international e-commerce site (for example) reveals the various sets available in

almost every country. The same countries often appear—presumably the previous winners—but there are some hidden surprises. For instance, the Cape Verde can seems to be available only in the series sold in Portugal

For Labubu fans, three designs are available apparently on standard and slim cans (Classic and Zero) in China and Vietnam, featuring Labubu playing soccer and holding the trophy. For those who aren't familiar with him yet, [this article](#) explains everything.



We'll have a chance to talk about this in the next issue and probably in an article before then, but the U.S. is planning a big celebration for its 250th anniversary. To mark the occasion, Coca-Cola has released a mini can for each state as well as commemorative bottles... so stay tuned!



Collector of the Month: Bastien F.

Each issue is an opportunity to spotlight one of our members. For this first issue, Bastien F. has kindly agreed to share his collection with us. You can read [the full interview](#) on our website.

How did your passion for Coca-Cola memorabilia begin?

I started collecting at a fairly young age, particularly during the 1998 World Cup. At the time, Coca-Cola had released cans featuring the players, and I thought that was really cool. So I started, on a small scale, keeping these items without necessarily thinking I'd turn them into a real collection.

Then, the real turning point came in 2006, with the release of the first aluminum bottles at Christmas. I was immediately attracted by their shape and design, which I found to be original, aesthetically pleasing, and easy to display. From there, I really started a more serious collection, following the various releases, such as Coca BlāK, or the Daft Punk and Mika special editions.

But beyond the objects themselves, it's also the entire world of the Coca-Cola brand that has always drawn me in. Ever since I was a little kid, I've been drawn to their marketing, especially the Christmas ads featuring Santa Claus, which I looked forward to every year. I also took part in promotional campaigns, for example by collecting bottle tabs to get gifts. Ultimately, this passion developed gradually, shaped by childhood memories, an appreciation for design, and an interest in the brand's world.

Do you have an iconic piece in your collection?

There isn't just one iconic piece for me, but rather several that each hold a special meaning. I've always loved "hunting" for Coca-Cola aluminum bottles, especially the rarest ones. This quest is really part of the fun of collecting. Among them, some pieces are even more special, like prototypes I've managed to find that I've never seen in other collectors' collections, which makes them unique in my eyes.



I also have a soft spot for bottles from unusual countries. For example, I own a 750-milliliter bottle of Coca-Cola from Cuba, which is quite rare. It has significant historical value, since Coca-Cola is no longer produced there due to tensions between the United States and Cuba. This bottle therefore represents a bygone era, which gives it a very special symbolic value.

Ultimately, what makes some pieces “iconic” isn’t just their rarity, but also the story they tell and the joy I felt in finding them.

How do you find and select the items for your collection?



I use several methods to expand my collection. First, there are online classifieds sites, where you can sometimes find rare items. Even though competition is fierce—many collectors are on the same hunt as I am—you can still make some great finds.

But to get items from the other side of the world, the most important thing is still your network. Thanks to social media, I’ve been able to connect with other collectors in different countries, such as Korea, Thailand, Canada, Mexico, and the United States. With some of them, friendships have developed: they sometimes come to visit me in France, and I’ve also had the chance to visit them abroad. These exchanges are invaluable, both on a personal

level and for the collection. Coca-Cola conventions are also very important events. They give enthusiasts a chance to get together, exchange ideas, chat, and sometimes even find some truly rare items. Finally, I also check out auction sites, which remain another great source for unearthing specific items.



Ultimately, collecting is both a search for objects... and a human adventure filled with meetings and sharing. [...]

The latest news posted on the website

[Everyone knows](#) that a Pembertophile is a huge Coca-Cola fan and that plenty of athletes wear Adidas. What does a sports-loving Pembertophile do? He dresses in Adidas Coca-Cola! A new collaboration between the two brands has just been launched. Was it the approaching World Cup that inspired the two brands? In any case, a complete [...]

[Coca-Cola Supercans](#) appeared in stores a few weeks ago and are now available in supermarkets. Two nice big 500 ml cans in honor of summer festivals. They come with a game (with purchase required) to win tickets to several festivals: Solidays, Tomorrowland, Les Eurockéennes, Garorock, as well as a European pass for concerts in Portugal, Germany, Spain, and Hungary. [...]

[The World Cup](#) will take place in North America starting on June 11. North America? Well, Mexico, Canada, and the U.S., but the U.S. will host the greatest number of games. Coca-Cola will, of course, be a major sponsor of the event. Forty-eight national teams will compete.



Classified ads

For Sale

Due to a reorganization of the collection, many aluminum bottles, a few boxes and wrapped bottles, and a wide selection of trays... are for sale. More photos are available on Guillaume Pierrard's Facebook page.

Email: Guillaume02121990@outlook.fr



To have your ad published in the next newsletter, please send us:

- Wanted or For Sale
- A description of the item(s)
- Estimated price (if applicable)
- Contact information: email address or phone number
- Up to three photos in JPG or WebP format

to info@clubcocacola.fr.

The next french convention

The French Coca-Cola Collectors Club is planning another convention! It's expected to take place in April 2027.

We'll confirm the details as soon as possible, depending on venue availability, the "light" convention in Spain (the main one is in October), and the Springtime convention in Atlanta (which has been held in early April for the past two years).

The newsletters

In 2026, each newsletter will be sent by email to former members and those registered on the website. Past issues of the newsletter will be available on the website [in the members' area](#). If you no longer wish to receive it, simply reply "STOP" to the email you receive, and we will remove you from the mailing list.



See you soon for the next issue!