



July / August 2026

Club Français des Collectionneurs de Coca-Cola

French Coca-Cola Collectors' Club

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The President's Introduction

Hello everyone,

For many of you, summer vacation is coming to an end and the start of the school year is fast approaching. Hang in there—it means you'll be closer to your collections ☺! I hope this summer gave you a chance to recharge and find some new items, even if it was just the World Cup-themed cans.

As agreed in the previous issue, you'll find the analysis of our survey below. The results are generally positive, with a strong desire to renew club membership and participate in an upcoming convention.

And here, we have to admit that things aren't quite as easy as we'd hoped. Two hotels, which checked almost all the boxes we wanted in the survey, sent us a written refusal after initially agreeing verbally. Concerns about disturbing other guests, scheduled renovations lasting six weeks... I also received a quote for over thirteen thousand euros (!) for a venue downtown! In short, we've fallen behind schedule, but I certainly hope to have some good news for you before the next issue!

Similarly, regarding promotional items, I found a vendor who could customize a glass bottle—but only in batches of at least fifty thousand... it's a tough learning curve!



Let's put these minor issues behind us and talk about our next event: a raffle open to former 2020 members and those who have registered on the website. Three of you will be randomly

selected to win... some surprises! This should take place in late September..

In this newsletter, you'll also find an interview with our "Collector of the Month"—this time, we'll learn all about Christelle.

You'll also find classified ads and a summary of articles published on the website. If you haven't already, feel free to sign up.: www.clubcocacola.fr

To post a classified ad or share your collection, contact us at info@clubcocacola.fr

Enjoy the read, and 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,

In short,

After drinking a lot of Coca-Cola this summer to quench your thirst, it would be a good idea to go on a little “Coca-Cola diet” as school starts again! Everyone, switch to Coca-Cola Zero!!

We’re here to listen to you as September begins!

The secretary's idea

Hello everyone,

Just a quick note to wish you all a great start to the new season as you get back to work, school, sports, and your daily routines...

During your vacation, you may have found some Coca-Cola treasures—whether you hunted them down or stumbled upon them while traveling in France or abroad—that will find a place in your personal collections. Over time, that’s how you end up with a veritable little museum—especially for those who collect multiple things, like my husband Franck.

Keep your duplicates to sell or trade them at the next Convention.

See you soon,



The Treasurer’s résolutions

Dear members,

The club’s restructuring has made good progress. We’ve managed to regain control of the old PayPal account and have opened a new account with Crédit Agricole.

We still need to take out insurance—which isn’t mandatory but is strongly recommended—and then we’ll be able to focus on the 2027 budget, a great challenge ahead!



As mentioned in the previous issue, we hope this newsletter will become a space for all of you to share. So please feel free to contact us to share a story or photos of your collection.

Happy return to work to everyone,

Christophe Bernardo
Treasurer of the Club Coca-Cola France.

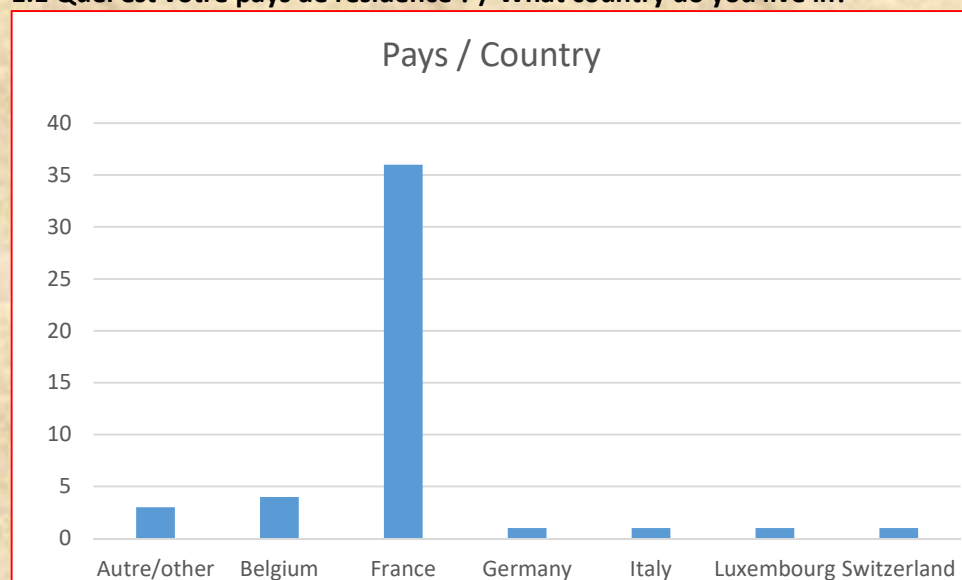
The survey

Thank you to everyone who took the time to respond to our survey, whether via email or Facebook. 47 responses after 6 years of silence—that's a great result!

Our typical member is French, collects aluminum bottles, and is ready to renew his membership card to attend the convention near the highway and obtain a new membership card there.

Of course, that's a bit of an exaggerated caricature. Below you'll find the details of the responses we received:

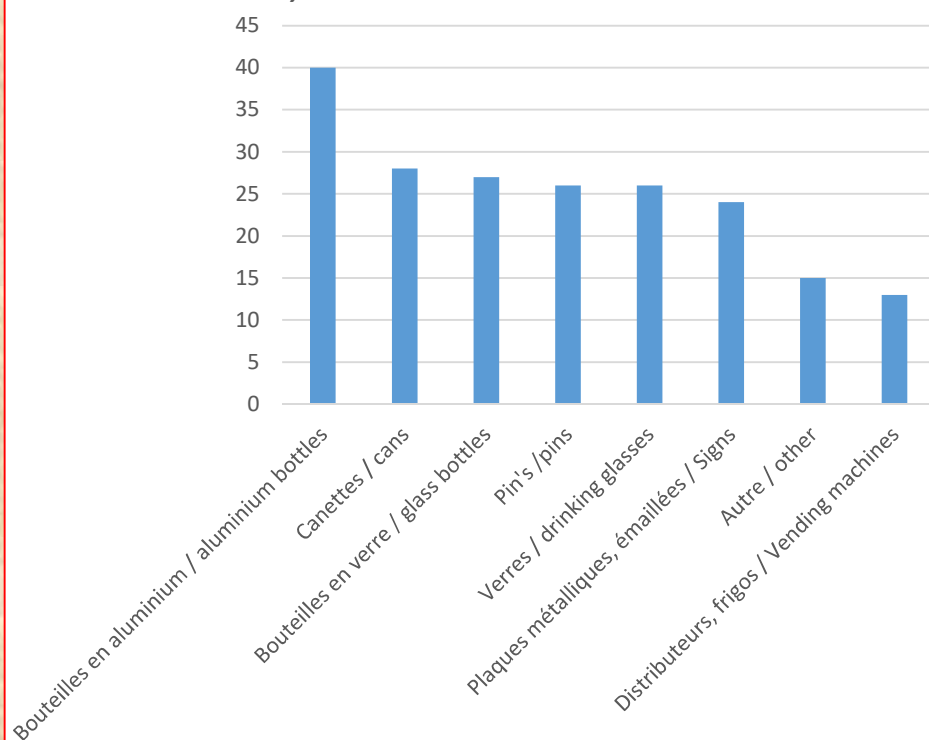
1.1 Quel est votre pays de résidence ? / What country do you live in?



1.2 When asked, “**What do you collect?**” it’s easy to see why convention tables have been overflowing with aluminum bottles in recent years. With the end of production for these bottles, the hunt will now shift toward rare bottles—the missing versions. Fortunately, the following areas of interest are also well represented, each accounting for more than 50% of the responses. There’s still a future for collectors of cans, glass bottles, pins, and glasses. Some admitted to collecting everything—and that’s where the storage problems begin!

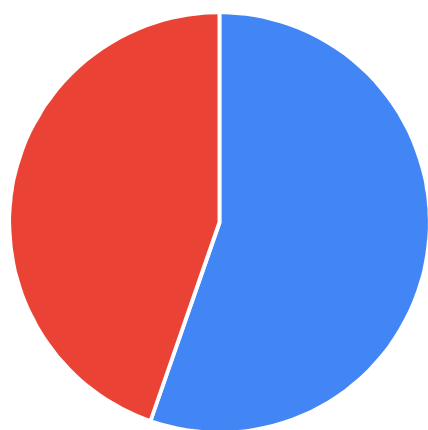
Que collectionnez-vous ?

What do you collect?



2.1 Êtes-vous intéressé(e) par reprendre une adhésion au club français des collectionneurs de Coca-Cola ? / Are you interested in joining the French Coca-Cola Collectors' Club?

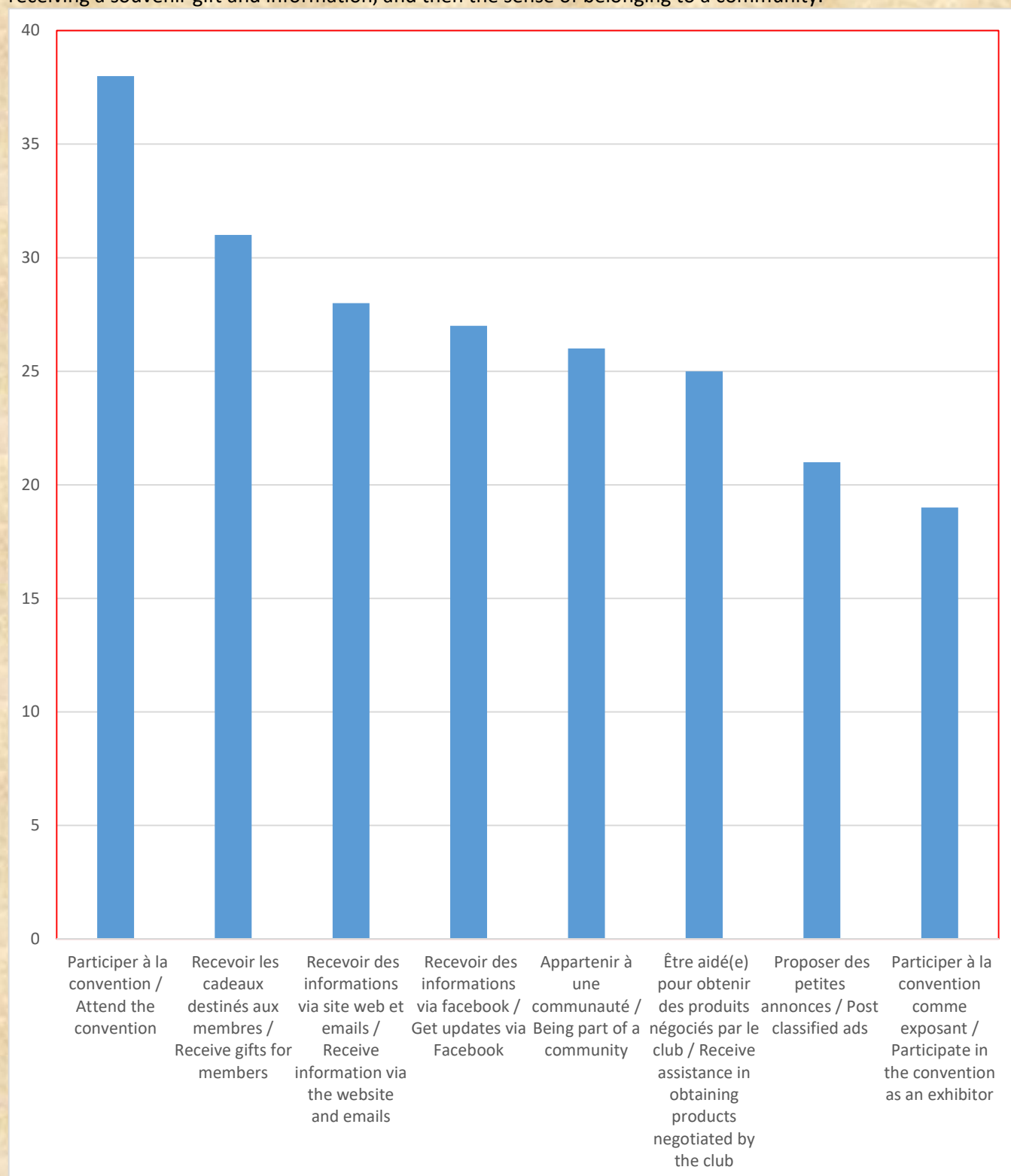
The response is, of course, encouraging for us, since you are 100% interested in purchasing a membership card, as long as the price is reasonable.



- ça dépend du montant de la cotisation / It depends on the membership fee
- Oui / Yes

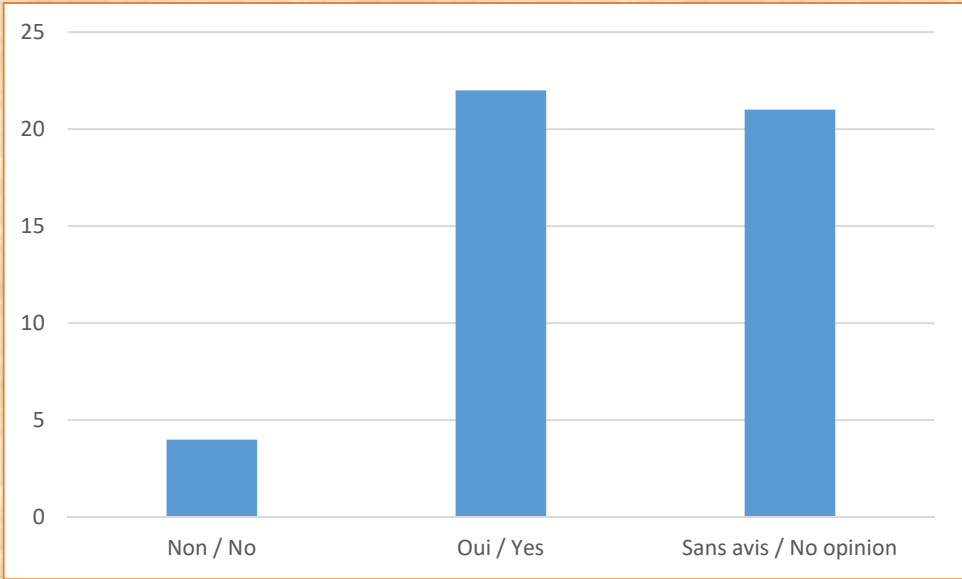
2.2 Qu'attendez-vous du club à l'avenir ? What do you expect from the club in the future?

Here we find further encouragement to organize another convention. This is your top priority, followed by receiving a souvenir gift and information, and then the sense of belonging to a community.



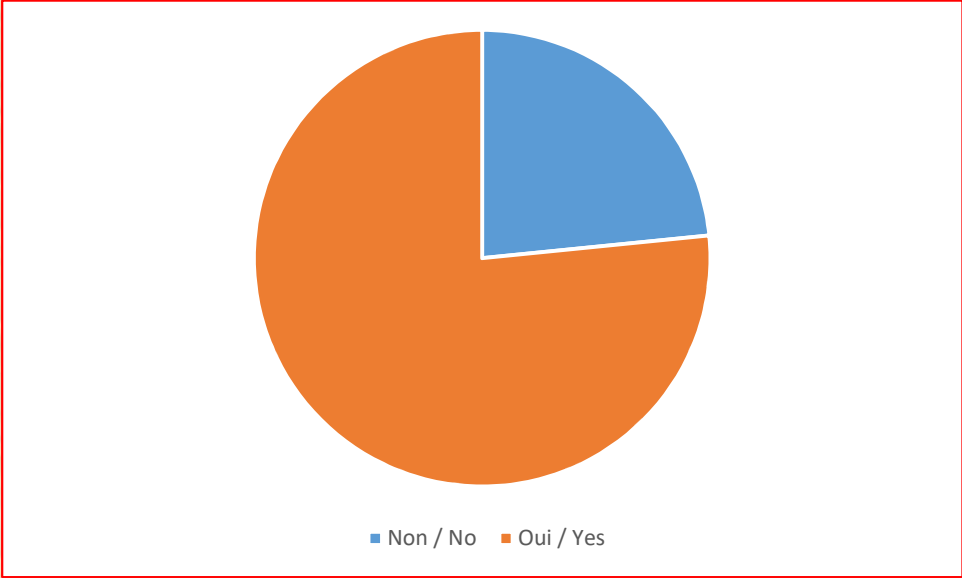
2.3 Pensez-vous que ce soit une bonne chose que le club français devienne une section du club américain, un «chapter» officiel ? / Do you think it's a good idea for the French club to become an official chapter of the American club?

Currently, there are only three of us who belong to the official American collectors' club, but you're generally in favor of the club becoming an official chapter—a club recognized by the “American parent company.”



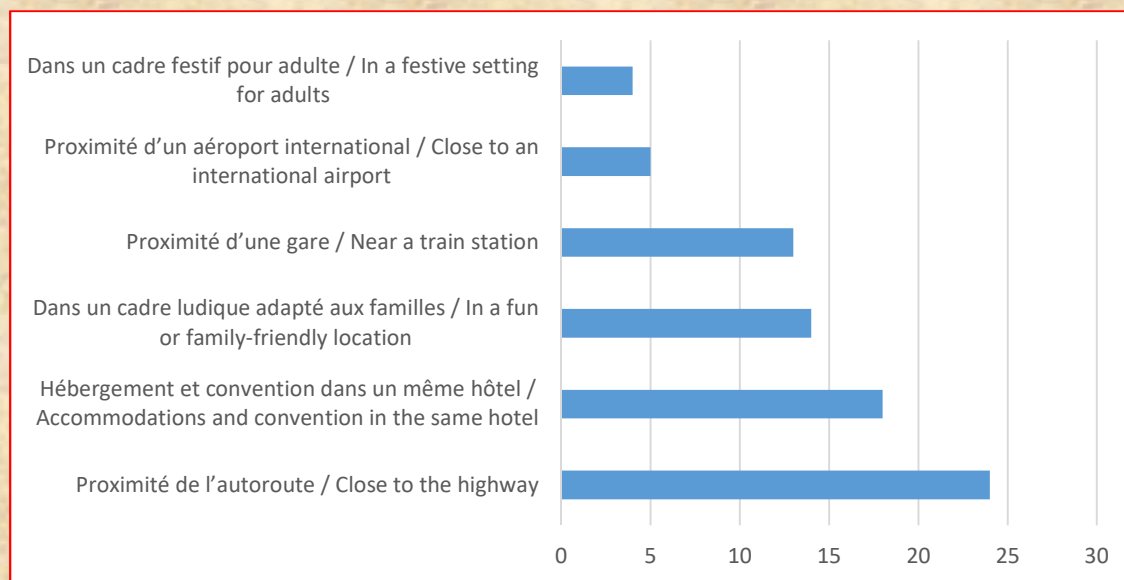
3.1 Le prix des salles a flambé, ce qui explique en partie l’absence de convention depuis 2020. Êtes-vous prêt(e) à participer à des conventions « délocalisées » dans le Nord-Est, le Sud-Ouest... ? / Conference room prices in Paris have skyrocketed, which partly explains why there haven’t been any conventions since 2020. Are you interested in participating in “relocated” conventions in the Northeast, the Southwest, and other regions?

76% of respondents answered “yes,” indicating support for relocation. As one might expect, the majority of those in the Paris region want to stay close to Paris. This reinforces our decision to reach out to collectors outside the capital.



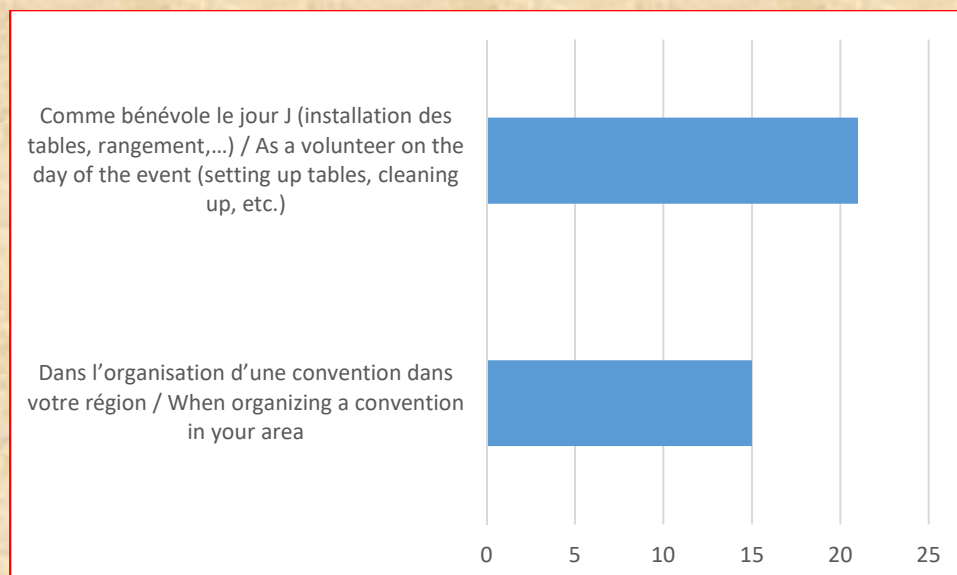
3.2 Le cadre est-il une motivation pour participer à la convention ? Par exemple quels sont les points importants pour vous ? / Is the setting a factor in your decision to attend the convention? For example, what aspects are important to you?

The Marne-la-Vallée model was appealing and will be difficult to replicate outside Paris, but, as has been pointed out, the conventions in Essen and Brussels offer neither hotels nor a particularly entertaining atmosphere, and yet they are very well attended. Simplicity in the service of efficiency. In conversations with our Italian and Tunisian friends in Essen, it became clear that for them, the ability to fly in and then use public transportation is essential. For many French and Belgian attendees, proximity to the highway is sufficient.



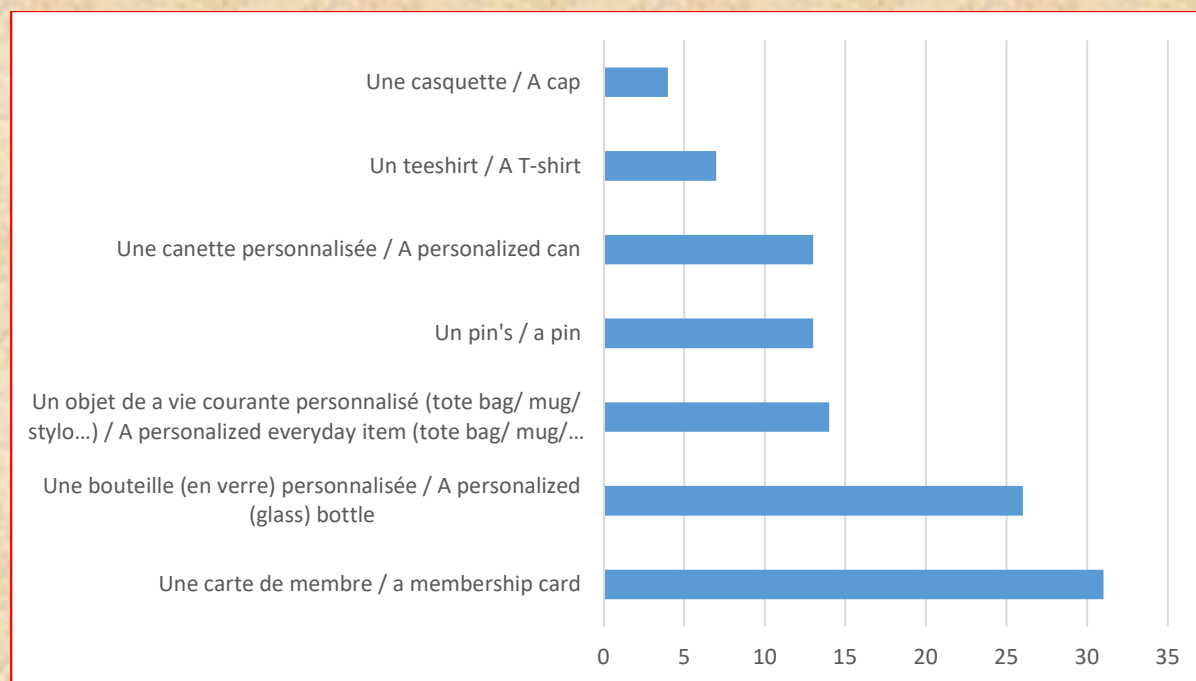
3.3 Êtes-vous prêt(e) à vous investir dans l'organisation d'une convention / Are you ready to become involved in organizing a convention?

We shouldn't have any difficulty finding volunteers in the future—thank you in advance!



**4. Sans présager de la suite quel cadeau lié à l'inscription annuelle vous semble le mieux adapté, le plus apprécié ?
/ Without anticipating what will happen next, which sign-up gift do you think is the most appropriate and most appreciated?**

I have to admit I'm surprised by the result. I thought the membership card was a bit outdated, but here it tops the list of desired goodies, ahead of the personalized glass bottle.



You've probably noticed the new design of Coca-Cola Sugar-Free cans and bottles, which, according to the brand, is intended to improve readability, provide a clearer distinction between brands, and create a stronger visual impact (source: eur.myccep.com/news). The design features a larger "zero sugar" label, a black ribbon, and—on the bottles—a black cap.



This summer's news focused on the World Cup. We had shown the French series:



And the same type of design was used in many countries, showcasing past champions as well as the local countries participating. After the competition, some countries released additional designs featuring the scores of certain matches in Mexico or—like Spain—the trophy!



Staying with the world of soccer, it's worth noting this summer's announcement of a dual partnership between Coca-Cola and the Bundesliga, as well as between Coca-Cola and the Parisian club PSG. An article available below provides more details on this topic.



Finally, Belgium has just released a pink can, likely as part of a breast cancer awareness campaign, similar to what England did in 2023



Collector of the Month: Christelle

After Bastien last month, it's Christelle's turn to show us her collection. Her interview will also be available soon on our website.

How did your passion for Coca-Cola memorabilia begin?

I started my collection at the end of elementary school. At first, I collected school supplies, and later I moved on to items like bottle labels and glass bottles.

Do you have a particularly iconic piece in your collection?

I especially love this box set, produced by the French Coca-Cola Collectors' Club, which I was lucky enough to win at a convention in Paris a few years ago.

How do you find and select items for your collection?

I'm a small-scale collector compared to some club members or other collectors because my collection depends on my budget, which is very limited. I often find my items at flea markets, where prices are affordable.



What kinds of Coca-Cola items do you collect these days?

I collect everything—bottles, cans, toys...—but I try to find vintage or rare items. My latest acquisitions, for example, were watches.



Do you have a memorable story or experience related to your passion?

I discovered the club relatively late, and I've only attended three conventions in France, but that has allowed my collection to grow. My encounter with Eric (our former president) was a defining moment for me because we became friends right from the first convention and used to call each other very often. I miss him, and this bottle—which he gave me—is, of course, very meaningful to me.



What are your plans for the future with this collection?

Due to some renovations, most of my collection is currently packed away in boxes. I hope to have a space to display it soon.

Looking ahead, I'm hoping for a convention not too far from home—that would be cool—and to reconnect with other collectors, since I miss that. And who knows, maybe one day I'll find that "Kiss" bottle at a reasonable price (yes, I know, I'm dreaming).



Thanks, Christelle, and see you soon!

The latest news posted on the website

But why is the American national anthem being played before the France-Paraguay match on July 4 in Philadelphia? July 4? Oh my goodness, of course—it's the [Independence Day](#) ! On July 4, 1776, the "United States of America"—as they were now called—proclaimed their independence in Philadelphia. [...]

[Two major agreements](#) : Agreements have been signed between Coca-Cola and two major players in European soccer: PSG and the Bundesliga. Paris Saint-Germain: Coca-Cola is once again an official partner of the club through 2029, with the goal of offering fans new experiences and getting them excited far beyond the soccer field. From its [...]



Classified ads

For sale

For sale: a collection of bottles, cans, coasters, and more—including this beautiful German KadeWe bottle. Contact MORGANe Ben via Messenger.



For sale

Set of 640 Coca-Cola trading cards (featuring vintage Coca-Cola advertisements), all different, in excellent condition. Card dimensions: 9 cm x 6 cm. They are printed on both sides, with descriptions of each card in English on the back.

The cards are sold inserted into clear plastic sleeves designed for a binder.

Estimated value of the set: 150 euros.

Set available for viewing in Montpellier. Shipping available.

Contact: danielcomb@free.fr



Wanted

A collector from Taiwan contacted us. He is looking for the following soccer sets:



If you have any duplicates, please contact us: info@clubcocacola.fr Thank you on his behalf

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 goal hasn't changed—the French Coca-Cola Collectors' Club is planning another convention! It should 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!