



Preview week features items in world's most prestigious auction of Coke collectibles

Public can get a sneak peak at the Schmidt Museum of Coca-Cola Memorabilia

ELIZABETHTOWN, Ky. – From curiosity seekers to avid collectors, anyone wanting to get a glimpse of the initial 665 items featured in the upcoming Schmidt Museum of Coca-Cola Memorabilia auction can do so. The items are the first from the 80,000-piece collection to be auctioned. Preview week begins Saturday, September 10 and runs daily through Friday, September 16 at the Museum in Elizabethtown, Ky., from 10 a.m.-4 p.m. This leads up to the live auction which takes place at the museum on September 17th and 18th.

"Anyone can come in for free to see what's going up for sale," says Larry Schmidt, whose family has amassed the world's largest privately owned collection of Coca-Cola memorabilia and advertising art worth \$10 million. "It's bittersweet getting ready to put some of these rare and precious items up for bid, but it's time to give other collectors a chance to enjoy them. And whether people are interested in buying or not, everyone is more than welcome to come out."

The value of auction items varies widely from a low of \$35 for a 1906 magazine ad to a high of \$30,000 for a one-of-kind bright yellow poster from 1896. "We want a wide range of items so that everyone can participate. We're catering to both the high-end collector and the casual buyers who may be purchasing their first Coca-Cola collectibles," says Schmidt.

Numerous experts will be on hand throughout preview week to help viewers better assess items. They include:

- Richard Opfer, the auctioneer and expert on antique collectibles
- Allan Petretti, author of "Petretti's Coca-Cola Collectibles Price Guide"
- Gary Metz, a nationally recognized authority on Coca-Cola memorabilia



The value of items in the auction range from \$30,000 for the 1896 poster (left) to \$35 for a black-and-white magazine ad from 1906.



During preview week, items will be displayed in the museum lobby, the auction room and the museum's warehouse.

The live auction on Saturday, September 17, will be from 10 a.m.–5 p.m.; Sunday, September 18, auction hours are from 1 p.m.–4 p.m.

“For Coke collectors and historians, this is like the World Series, Super Bowl, Wimbledon and the Olympics all rolled up into one event,” says Allan Petretti, considered the world's foremost authority on Coke memorabilia.

The museum will be set up to accommodate approximately 620 bidders on site. Premium seats are available for a \$1,000 deposit for each seat (refundable if no purchases are made). Online bidding is also available through LiveAuctioneers.com. Limited telephone bidding is available through Opfer Auctioneering. Information about how to register to attend the auction, as well as bidding online, is available at www.schmidtmuseum.com.

In April, the Schmidt Museum of Coca-Cola Memorabilia closed and announced plans to sell its entire collection amassed over the past 40 years. The September auction will be the only auction this year. Others will likely take place over several years as the Schmidt Museum divests its collection. All proceeds from the auction will go to a foundation that the Schmidt family is setting up to support numerous charities. The Schmidt family was among the first Coca-Cola bottlers in the country when it opened a plant in 1901 in Louisville, Ky.

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