



This is Lucky Vanous, the former Diet Coke Hunk. Coke bragged on the publicity he brought them and women ogled at his commercial, a bare-chested construction worker. To get his autograph, children would have to buy a Diet Coke. One day he came in the white limo with Coke employees. Dr. Martini was ready for him. She threw him a decorated box as she said, "Lucky, a gift from the people! Coke tried to get it but failed and Lucky took it to lunch as Martini watched him read it. Then Lucky went to a grocery store where Martini got his autograph as you can see in the picture. He said, "You're the aspartame lady!" She said, "No Lucky, I'm the anti-aspartame lady and we will see you next in Chicago." In the box was the protest of the National Soft Drink Assn, now American Beverage, admitting that aspartame was never proven safe.

Lucky Vanous is a man of integrity. Fifty-eight days later he was on Hard Copy. He was asked why he was no longer with Coke and he gave some excuse. He was already employed with somebody else. He no doubt had a contract with Coke and how it was broken Martini doesn't know. But there was no more of "Buy a Diet Coke and get Lucky's autograph."

Protest of NSDA/American Beverage – letter never answered
http://www.mpwhi.com/open_letter_dick_adamson.htm