

In  
This  
Issue



# LIQUID BLUE®

[www.liquidblue.com](http://www.liquidblue.com)



Volume 3, Edition 1 Fall 1998



The  
Liquid Blue®  
Collectibles  
Newsletter

# OUT OF THE BLUE

## GRATEFUL DEAD® BEAN BEAR COLLECTIBLES™

Introducing the most limited of  
**LIQUID BLUE®**  
Grateful Dead® Bean Bear Collectibles™ ...

Made of all black materials with a blackened hangtag, Black Peter is limited to only 30,000 pieces! This amount is far less than the production quantity on any style from Edition One.

Black Peter is even more special because in addition to his hangtag he comes with a Limited Edition "Backstage Pass" with a plastic holder and chain. Each pass will be printed and consecutively numbered by the company that made the backstage passes for the Grateful Dead.

**Black Peter is sure to be the most  
sought-after style by  
Deadheads and Beaniacs alike!**

# BLACK PETER



## Questions & Answers

**Q:**  
*How much is the Jerry Doll going to cost?*

**A:**  
*The suggested retail price is \$35.*

**Q:**  
*Why doesn't the Jerry bear have a birthday?*

**A:**  
*Jerry is unique because he is a special tribute to Jerry Garcia. The "birthdays" are actually Grateful Dead concert dates.*



## SORRY, NO MAILING LIST

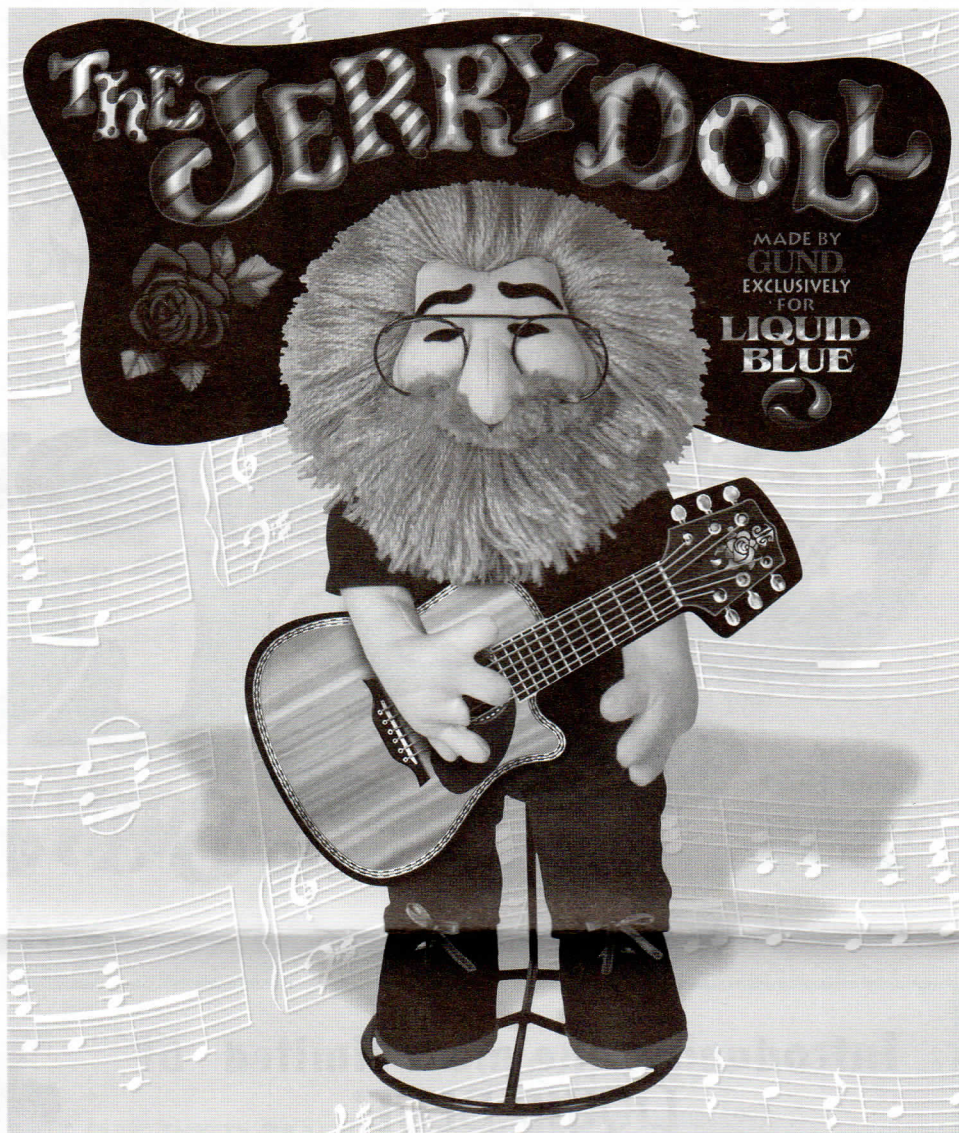
Many readers have written asking to be added to our mailing list. Unfortunately, there is no list to be added to. Out of the Blue is only available at finer stores, because we want you to come in to meet the new bears in person.

We understand that some of you may not have a store near you to visit, and we're working on that. With the excitement collectors have generated, we're getting new accounts all the time. So if your local specialty shop or record store doesn't have our products, just keep asking for them.

If you have access to the internet, you will soon be able to read out of the Blue at our website [www.liquidblue.com](http://www.liquidblue.com) and you will also find links to several online retailers.



## RETAILER NEWS



**T**hree years since the passing of Jerry Garcia, one of the founders of the legendary musical group Grateful Dead, we are proud to announce the debut of the Jerry Doll™. "In honor of the spirit and ideals of a humble man who moved many through his music and art, this handcrafted folk doll was created to please and keep present his likeness and memory" says Paul Roidoulis, president of Liquid Blue.

✿ Commissioned by Grateful Dead Productions and approved by Deborah Koons-Garcia, this huggable 17.5 inch soft-bodied doll has gray yarn hair and beard and is wearing a trademark Jerry black t-shirt and corduroy pants. It comes with a guitar shaped hangtag, bearing the image of an acoustic guitar on one side and the doll's name on the other. The Jerry Doll was designed under the creative direction of Liquid Blue, and is manufactured exclusively for Liquid Blue by the premier 100 year old toy company Gund®.

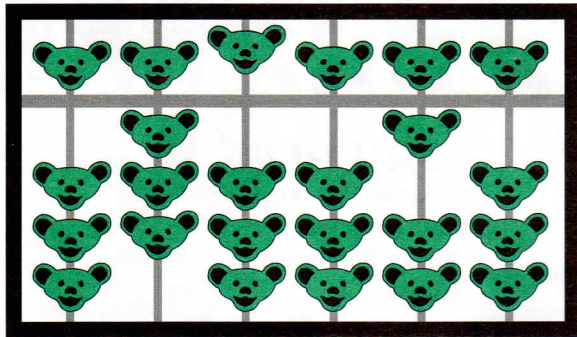
✿ The Grateful Dead successfully toured for over three decades from the 60's into the 90's playing their own great American music incorporating many popular, classical and traditional styles.

✿ The Jerry Doll is available at boutique shops, record stores, and on the web.

### Note to retailers:

*In order to promote sales, the Jerry Doll is launching with a black wire stand and colorful header card providing buyers with acknowledgment of a high-quality brand and a unique design. The stand is not available as an accessory for consumer purchase at this time.*

# Bean Counters



Beans, beans, beans...we love 'em, you love 'em, everybody loves 'em! And where there are beans, there are bean counters. Now they must really love beans, in order to concentrate on their work.

Our bean counters work tirelessly day in and day out just to report the quantities of Grateful Dead® Bean Bear Collectibles™ in an accurate and timely fashion. Now they tell us that the retired bears are nearly extinct in collectors' terms. It seems that quantities of less than one million per style are considered low. Well, we have not manufactured anywhere near this amount. In fact, so far our production runs of retired styles are all less than 58,000 per style!

## More Bears On The Way!

Yes, it's true! Even though we just released **Eleven** new Bean Bears including the **ultra limited** Black Peter, we are already preparing for our Spring of 1999 release. New and exciting prints, patterns, colors, names and tour memories are in store for the new bears. How many new bears? What will they look like? Can't tell you yet, but they will be **incredible!** Keep your eyes open for all the new bears coming to a store near you, sooner than you think!



## Bear Sightings

- ✿ [Beans! Magazine](#)
- ✿ [Beckett Hot Toys](#)
- ✿ [Lee's Action Figure News & Toy Review](#)
- ✿ [Mary Beth's Beanie World Magazine](#)
- ✿ [Rosie Wells' Weekly Collector's Gazette](#)
- ✿ [White's Guide to Collecting Figures](#)

## 2nd EDITION COLLECTORS CARD

There is a new Collectors' Card available for the 2nd Edition release, naming all the new Grateful Dead® Bean Bear Collectibles™. It is shipping with the new release bean bear orders, and is only available at stores that carry the bears.

Just like the 1st Edition card, it is designed as a promotional piece and includes 2nd Edition bear names on the back. The front of the card pictures Dark Star (the purple bear with star and moon print).

There is no drill hole in the collectors' card.

Ask for it at your favorite neighborhood store before they run out!



## Change of Hang Tag

An all new hangtag has been designed for the release of 2nd Edition Bean Bears. The new tags are larger and include a barcode on the back. They also have a holographic foil Liquid Blue logo on the front. These new features are being adopted for the 1st Edition bears as well. This comes out of concern for authenticating officially licensed Grateful Dead bears from imitations. So far there have not been any sightings of counterfeits, but we want our loyal collectors to be sure they're getting the original and authentic goods!



# BE ON THE LOOKOUT FOR A NEW POSTER!

Designed and illustrated by some nice people in the Liquid Blue Art Department, this fun image will be available as a pull-out poster in the January edition of Mary Beth's Beanie World Magazine. Featuring all first and second edition Grateful Dead® Bean Bear Collectibles™, including Black Peter, a Special Edition of this colorful 24x19 inch poster will also be available at a limited number of select retailers and is sure to become a highly collectible item.

# LIQUID BLUE® GRATEFUL DEAD® Bean Bear Collectibles™ List



## ALTHEA™

Release Date: August 1997  
Retirement Date: June 1998  
Quantity Produced: 49,920 units  
Date Collected:  
Where Purchased:  
Cost:

## BERTHA™

Release Date: August 1997  
Date Collected:  
Where Purchased:  
Cost:

## BLACK PETER™

Release Date: November 1998  
Date Collected:  
Where Purchased:  
Cost:

## CASSIDY™

Release Date: August 1997  
Date Collected:  
Where Purchased:  
Cost:

## COSMIC CHARLIE™

Release Date: August 1997  
Date Collected:  
Where Purchased:  
Cost:

## CRAZY FINGERS™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## DARK STAR™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## DAYDREAM™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## DUPREE™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## DELILAH™

Release Date: October 1997  
Retirement Date: June 1998  
Quantity Produced: 55,464 units  
Date Collected:  
Where Purchased:  
Cost:

## FRANKLIN™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## IRIE™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## JACK STRAW™

Release Date: August 1997  
Retirement Date: June 1998  
Quantity Produced: 49,920 units  
Date Collected:  
Where Purchased:  
Cost:

## JERRY™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## PEGGY-O™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## RIPPLE™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## SAMSON™

Release Date: October 1997  
Date Collected:  
Where Purchased:  
Cost:

## STAGGER LEE™

Release Date: August 1997  
Date Collected:  
Where Purchased:  
Cost:

## ST. STEPHEN™

Release Date: August 1997  
Date Collected:  
Where Purchased:  
Cost:

## SUGAREE™

Release Date: August 1997  
Retirement Date: June 1998  
Quantity Produced: 57,600 units  
Date Collected:  
Where Purchased:  
Cost:

## SUNSHINE™

Release Date: August 1998  
Date Collected:  
Where Purchased:  
Cost:

## TENNESSEE JED™

Release Date: August 1997  
Retirement Date: June 1998  
Quantity Produced: 56,256 units  
Date Collected:  
Where Purchased:  
Cost:

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