Introduction

Born in America, Coke is perhaps the most recognized soft drink in the world. Not just the drink, but the company, it’s trademark, slogans, advertising, and sometimes even controversy, are know all over the globe

A Brief History

The product that has given the world its best-known taste in was born in Atlanta, Georgia, in May 8, 1886. Dr. John Pemberton, a local Pharmacist, Produced the syrup for Coke and carried a jug of the now product down the street to Jacobs’’ Pharmacy where it was sampled, pronounced “excellent,” and placed on sale for five cents a glass a soda fountain drink. Carbonated water was teamed with the new syrup to produce a drink that was at once “delicious and refreshing,” a theme that continues to echo today wherever Coke is enjoyed.

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Moving With The Times

From the late 1940s to the 1970s the United States, like most of the world, changed at an unprecedented pace. The Coke company also experienced its most dramatic change in marketing and merchandising since the advent of bottling in the late 1890s.

Packaging

Until the mid-1950s, the world of Coke was defined by a 6 ½ -ounce hobble-skirt bottle or ball shaped fountain glass.

“But as consumers wanted a wider variety of choice, Coke responded with innovative packaging, new technology, and new products. In 1955, they introduced the 10-, 12-, and 26-ounce king-size and family size bottles. Metal can were available on U.S. market shelves by 1960. Following years of research into plastic soft-drinks bottles, the company introduced PET (Polyethylene Terephthalate) Packing in 1977 in the 2-liter size”

Products

The company also introduced new soft drink to satisfy a widening spectrum of tastes.

Sprite

Tab

Diet Cherry Coke

Coke & Diet Coke with Lemon

Coke & Diet Coke Vanilla

Coca-Cola C2

Coke & Diet Coke with Lime

Advertising

Through the years, jingles and slogans have the pace for Coke advertising. Some of the early slogans were:

The Pause that Refreshes

It’s the Refreshing thing to do

Global high sign

Sign of Good Taste

Things Go Better With Coke

It’s the Real Thing

From Small Beginnings

The Coke company began building its global network in the 1920s. Now operating in more than 200 countries and producing nearly 400 bands, the Coke system successfully has applied a simple formula on a global scale: provided a moment of refreshment for a very small amount of money- a billon times a day.

Summary

The history of Coke is a story of special moments. Moments that originated with Dr. Pemberton in Atlanta have been multiplied billions of times around the world. Moments that today make Coke the most ubiquitous consumer product in the world. Each Coke strengthens its position as the world’s soft drink. Through more than a century of change, Coke remains a timeless symbol of quality refreshment.