

*Coca-Cola*

Coca-Cola

Life Begins  
Here



# *Coca-Cola* Coca-Cola is a carbonated

It was invented in 1886  
in Georgia, Atlanta by  
pharmacist John  
Pemberton.

Initially it was sold as a  
patent medicine for  
five cents.

Pemberton claimed  
Coca-Cola cured many  
diseases,  
including morphine  
addiction



At first drink was

# *Coca-Cola* unprofitable

Just about 9 people a day bought Coca-Cola.

So, at the first year receipts was only 50 dollars. And for production this drink was expended 70 dollars.

And in 1888 Pemberton sold right to production of the Coca-Cola. In 1892 businessman Asa

Candler,

Who was the new

owner of



*Coca-Cola*

# The richest drink of the USA

The turnover of the company in 1902 was 120 thousand dollars. Since this moment the



*Coca-Cola*

# Bottles and cans

Since 1894  
Coca-Cola was sold  
in bottles  
And since 1955 – in



*Coca-Cola*

In the Distinctive Bottle

est. 1886



# Coca-Cola Slogans

Slogans of the company for the last 20 years:

1991 - Can't Beat the Real Thing.

1993 - Always Coca-Cola.

1999 - Enjoy.

2001 - Life tastes good

2003 - Real.

2005 - Make It Real.

2006 - The Coke Side of Life

2007 - Live on the Coke Side of Life

2008 - love it light

2009 - Open Happiness

2010 - Twist the Cap to



# Coca-Cola Market

In the Coca-Cola company it is always looked after changing of tastes of the customer. The company innovated the whole line of the special programs for the customers.

For the healthy style of life:

- The growth of the assortment: low-calorie and fortified with the healthy components products.



# *Coca-Cola* Environment

The company trying to minimize negative influence on the environment. Coca-Cola Beverages Ukraine (a member of Coca-Cola Hellenic Group) at first achieved ISO14001(certificate of accordance to the European standards) in 2002.

Water stewardship:

- Company raises the effectiveness of water demand
- Decreases quantity of the water necessary for the production
- Propagation of rational use of water
- Protects local watershed

In 2009 Coca-Cola Beverages Ukraine signed a Memorandum in cooperation with the Kyiv Information Center where Kyiv habitants visited the Water Museum.





# Coca-Cola protection

Company expands on the bottling plants energy-savings programs.

- Company explores low-power technologies
- Changing drivers` behavior with Safe and Eco-Driving program.
- New energy-efficient cold drink equipment discharge of in the atmosphere.

At an international level, Coca-Cola He is a founder signatory of the UN Climate



# Coca-Cola Packaging and recycling

Company reduces impact of the wrapper on the environment.

- Reducing the amount of packaging
- Increasing recycled content



# Coca-Cola policies

At the heart of the company approach is Code of Business Conduct which defines the standards of business conduct. There are few policies, which regulate all aspects of office relations.

- Equality of opportunity policy
- Environmental policy
- Quality and food safety policy
- Genetically modified organism (GMO) position statement
- HIV/AIDS policy
- Human rights policy
- Occupational health and safety policy
- Packaging waste and recycling policy
- Supplier Guiding Principles policy
- Climate change policy
- Fleet safety policy
- Health and wellness policy



# *Coca-Cola* International leadership

At international level, the company support business leadership platforms that promote corporate responsibility and sustainable development, and they support and develop these at national level.

Coca-Cola Hellenic Group has been named as a global sustainability leader with its inclusion in the Dow Jones Sustainability Indexes in 2008 and at national level in Ukraine company work



# *Coca-Cola* Engaging with stakeholders

These stakeholders are the people on whom the company have the greatest impact - or who have the greatest impact on the company. They include: suppliers, customers, non-government organisations (NGOs), government, consumers and local communities among others.

They learn from these groups in a variety of ways: from meetings to formal surveys of employees, customers, and others.

Most longstanding partnership is the Green Danube. This award-winning partnership with the International Commission for the Protection of the Danube River and The Coca-Cola Company works to protect the iconic river and its ecosystems.

Associates:

- The National Olympic Committee of Ukraine to promote sports and fitness
- The European Business Association



# Coca-Cola attention



125



## Coca-Cola Logo Evolution

1887-1890s		1960s		2003	
1890-1891		1969			
1893-1901				2007	
1903-1931					
1930-1941		1980s			
1941-1960s					