

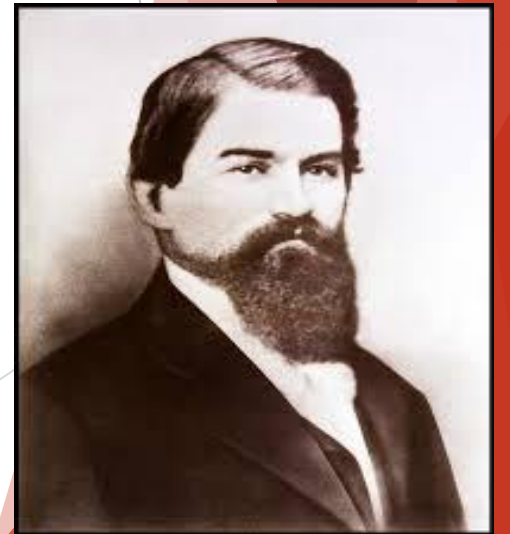
THE

Coca-Cola[®]

Company

A BIT OF history

The Coca-Cola story begins in Atlanta, Georgia, in 1886. John S. Pemberton invents a new drink. Two of the ingredients are the South American coca leaf and the African cola nut. Pemberton can't think of a good name for the drink. Finally, Dr. Pemberton partner Frank M. Robinson suggests the name Coca-Cola and writes the new name in a special way – and that becomes the famous trademark.



- ▶ Thirty years later the famous Coca-Cola bottle design first appears. The style of the bottle and trademark are very important for the success of the drink.
- ▶ For many years, they make only Coca-Cola. They also introduce new drinks – Fanta. Sprite and TAB – in the 1960s, and diet Coke in 1982.



- ▶ The recipe of Coca-Cola is a secret. In 1985 the company does something almost incredible. They change the recipe! But the public is very unhappy. And, soon after, they bring back the original recipe: “Coca-Cola Classic”.

▶

SECRET



- ▶ Today they sell Coca-Cola in 195 countries. Hundreds of millions of people, from Boston to Beijing, drink in every day. It has the most famous trademark in the world.



► Questions



Thank you for your attention