Coca-Cola History

- Coca-Cola began in 1886 when the curiosity of an Atlanta pharmacist, Dr. John S Pemberton, led him to create a distinctive tasting soft drink that could be sold at soda fountains.
- He created flavored syrup, took it to his neighborhood pharmacy, where it was mixed with carbonated water and deemed “excellent” by those who sampled it.
- Coca-cola were first sold for only 5 cents per glass.
- Today daily servings of Coca-cola beverages are estimated by at 1.9 billion globally.
- Video links: https://www.youtube.com/watch?v=PD-UFKY9MP8
Coca-Cola Advertisements

- Throughout the years, the slogans used in advertising for Coca-Cola have reflected not only the brand, but the times. Slogans provide a simple, direct way to communicate about Coca-Cola.
- The 1906 slogan, “The Great National Temperance Beverage,” reflects a time when society in the United States were veering away from alcoholic beverages, and Coca-cola provided a nice alternative.
- Other slogans have concerned the Coca-Cola sales figures, such as “Three Million a Day” from 1917 or “Six Million a Day” from 1925. In terms of drinks a day, that’s a vast difference from the one billion a day mark The Coca-Cola Company passed in 1997.
- Video link: https://www.youtube.com/watch?v=A0fxR2rzZzA
The Hilltop (1971) is one of the most iconic Coca-Cola ad. It depicts a diverse band of people gathering on a hilltop, singing together. The ad featured the New Seeker’s track, I’d Like to Teach the World to Sing, which became instantly synonymous with Coke.

Video link: https://www.youtube.com/watch?v=1VM2eLhvsSM
Well Known Advertisements

Holidays are coming commercial (1995-present day).

This commercial has been credited with being the official herald of Christmas for many consumers. Coca-Cola has always cultivated an association with the festive period from as far back as its early ad of the 1930s, but it is this one which has most successfully forged a connection between the brand and Christmas.

Video link:
https://www.youtube.com/watch?time_continue=2&v=xpJLfs8uoBk&feature=emb_title
How it’s Made

Coca-Cola is made up of coca leaf, kola nut, sugar, acid and additional flavoring.

- Coca leaf is served as the primary stimulant for the alleged medical qualities of the drink from its very beginning. Today they use the leaves for flavoring.
- Kola nut is bitter-tasting that supplies coca-cola with caffeine.
- Besides water, sugar is the most heavily used ingredient in the coke mix in terms of volume. One can of Coke contains roughly 35 grams, or 8 teaspoons, of sugar.
- Coca-cola is sweetened with pure cane sugar or high-fructose corn syrup.
- Video link: https://www.youtube.com/watch?v=wMctmMin9vM
Immerse yourself in World of Coca-Cola, the one and only place you can explore the story of the world's most popular beverage brand. It's a place where anyone can experience moments of happiness and wonder. At World of Coca-Cola, inspiration is around every corner - from the vault where we secure our secret formula, to world-class art and memorabilia to more than 100 beverages to taste from around the world. With opportunities to meet the Coca-Cola Polar Bear, take a VIP Guided Tour - and more - it's no wonder that the World of Coke is a must-see among the top things to do in Atlanta, Georgia.

Video link:
https://www.youtube.com/watch?v=GHvQ4U19tXA
Coca-Cola Flavors

There are many different Coca-Cola flavors:

1. Original
2. Diet Coke
3. Coke Zero Sugar
4. Coca-Cola Life
5. Cherry Coke
6. Caffeine-free Diet Coke
7. Vanilla Coke
8. Coke Zero Sugar Cherry
Coca-Cola Products

Sprite
Fanta
Schweppes
Appletiser
Fresca
Barq’s
Coca-Cola Products

Minute Maid
Innocent
Simply
Fairlife
Coca-Cola Products

Georgia Coffee

Costa Coffee
Coca-Cola Products

Fuze Tea
Honest
Gold Peak
Discussion

1. What is your favorite Coke product?
2. Do you like coke?
3. What's your favorite soda?
4. Have you ever been to the Coke Factory in Atlanta?