

From Around the Corner Student Sample

The Story of Coca-Cola

Coco-Cola was invented in Atlanta, Georgia in 1886 by John Pemberton, who then registered the patent. In 1891, Pemberton sold the company to an Atlanta businessman. He introduced many Americans to the new drink. Two lawyers in 1899 secured rights to bottle and sell the beverage for one dollar. In the early 1900's many imitators emerged, so the company created mottos, such as "Accept no substitutes", and also developed a distinctive bottle. The company grew rapidly, expanding into other countries and U.S. territories and by the 1920's there were 1,000 bottlers. The company was sold again in 1918 to Mr. Woodruff, and five years later his son, Robert, became president and CEO and retained this position until 1981. He captivated foreign markets with innovative campaigns, spread the logo worldwide and developed the six-pack. He also sent women door-to-door installing branded Coco-Cola openers. During WWII, Robert Woodruff ordered that all service personnel should have a five-cent bottle of Coke available wherever they were. In 1943, Dwight David Eisenhower requested shipments of materials for ten bottling plants to be sent to Europe. After the war, Coke was portrayed as part of the fun, carefree American lifestyle.

In the 1960's, Sprite, Tab and Fresca were invented, and Coca-Cola expanded to new countries, including Cambodia and Turkey. In 1978, Coca-Cola was selected as the only company allowed to sell packaged cold drinks in the Republic of China. In the 1980's, the numerous U.S. bottling operations were organized into a new public company, Coca-Cola Enterprise. They released Diet Coke, which became the top low-calorie drink in the world within two years. A new taste was tried in 1985 but many people wanted the original. It was returned as Coke Classic. In 2005, the company began selling Coke Zero. Today Coke is in 200 countries, selling over 230 Brands including Dasani, Powerade, Schweppes. The company's vision is to operate as a business that focuses on what local people want to drink, and how and where they want to drink it. Every second, more than 10,000 people drink a Coke brand product. The company's mission is to make that experience exciting and satisfying every single time!