

## The Coca Cola story

### Introduction

The topic, I want to talk today deals with this fabulous drink: “The coca cola”. Do you know how old coca cola is? More than a hundred years! And since, this drink has become famous all over the world. Indeed, tasted by a lot of people, Coke spilt and installed in each house. The advertisement very present contributed to its considerable success.

To tell you the coca cola story, we will talk about its invention at first, then its evolution and to finish consequences of its success.

### I) Invention du coca.

It was invented in 1886 (eighteen eighty six) by a pharmacist called John Pemberton, who lived in Atlanta in the South of the USA. The reason why it’s called “coca cola” is that it’s made with “coca” leaves and “cola” nuts. Pemberton liked testing medical formulas and one afternoon he was searching a remedy for headaches, he created a perfumed liquid, its colour was caramel and he shed it in a three-legged container. The mixture was mixed to the sparkling water and tasted by customers of his pharmacy that all, to the unanimity, found it very special, unique and new.

Pemberton tried to make his customers buy it as a medicine. He told them it was a remedy for headaches. However he didn’t manage to make them believe him. He didn’t succeed in selling Coke. His customers must thought he was a quack. Indeed, unfortunately, Pemberton was more an inventor that a business man. He didn’t doubt that he invented one of the greatest products of the world.

Pemberton died in 1888 (eighteen eighty eight) two years after inventing Coke. After his death, a man called Asa Candler bought the recipe for Pemberton’s medicine for the price of 2330\$ (two thousand three hundred thirty dollars)

### II) Evolution du coca cola

In eighteen ninety two (1892), he began an advertising campaign which was a success. He spent twelve thousand dollars on it. It was worth spending such as sum of money because Coke has been the most popular drink in the USA for more than sixty years. And since that date, there have been many other campaigns for Coke. Indeed, Candler applied a real strategy and transformed a simple invention in a real business. Thanks to him, this drink spilled a lot in USA.

In 1923(nineteen twenty three), Robert Woodruff took the Coke company and it’s thanks to Woodruff that the drink was known in every country, whereas Candler who have installed Coke only in the USA. He fascinated everybody with his innovating campaign. Coke went to the Olympic Games of Amsterdam with the Americans in 1928, his logo was everywhere.

Then, in nineteen forty one (1941), when the USA entered World War II, American soldiers began to travel all over the world. The drink which the American soldiers preferred was Coke. And the president of Coca Cola Company promised to send their favourite drink wherever they went. The president sent five billion bottles of Coke all over the world to the soldiers. And that's why, since the war Coke has been famous everywhere.

The advertising have always been very important and contributed to its considerable success. Today, the advertising about Coke is always very present et is more and more original.

### III) Conséquences du succès.

After 75 years of success with coke, the company decided to throw news drinks: sprite in 1961, TAB in 1963 and Fresca in 1966. Then, there will be Orangina, minute maid. Those drinks will develop itself and will became famous too. "Coca Light" was created, it was the first diversification of the mark Coke, and two years after its invention the Diet Coke became the first drink low calorie consumed in the world. If you look on a bottle of coke, you will find that one of the ingredients is called simply "natural flavourings". Nobody knows what these flavourings are. The recipe for Coke has been a secret for more than a century because they don't want to be copied. They don't want fake Coke to flood the market. The coca cola company keeps the recipe in a safe in Atlanta. In nineteen eighty five (1985), the company changed the recipe which made Coke taste different. The change in recipe made millions of people complain. But the recipe wasn't changed for long because the company might have lost customers.

The coke is so popular, that now some collectors exist who buy every product of the mark "Coke". Some examples, some things which collectors keep: plateau, special and original bottles, boxes ...

The success of Coke provoked the jealousy of some people who had copied coke et developed their own mark called "Pepsi". Indeed, even if the recipe for coke has been a secret for more than a century, rival industries have managed to approach the miracle recipe. Pepsi is now famous but this drink will not arrive to pass Coke.

### Conclusion

In fact, Coke is an old drink, but it was never outmoded and it's thanks to the advertisement which has always remained fashionable. The advertisement has always been very important and the numerous commercials broadcasted more and more often installed Coke in each house of the world. The success of Coke enlarges the company and several drinks appeared, some products which we can collect, and unfortunately rival industries too. But Coke will always remain the first, the best, it is a real legend.