What is the most recognizable object in the world? Could it be a football? Or a Big-Mac? No, the answer is a Coca-Cola bottle. The famous Coca-Cola bottle is over 100 years old !a

Footballs and big macs are certainly part of life for lots of people; but Coca-Cola is now a permanent part of world culture. People know and drink Coca-Cola all over the world.

It is said that the Coca-Cola bottle is the most recognised object in the world. Hundreds of millions of people can recognise a Coke bottle by its shape, even if they cannot see it! And the famous Coca-Cola logo is the most famous logo in the world. Unlike any other famous commercial logo, it has not changed in 100 years!