Document 1923 [21923003]
Other , as yet unnamed , cities will follow . ev-w1378f2
TWHEN ACT-arg MANN-arg If all goes well , the product will be rolled out for national sales sometime next year , a Coke spokesman said . - ev-w1484f19 ev-w2783f1 - ev-w2833f1 - ev
After the confusion surrounding the change of the Coke formula in 1985 , Coca-Cola was reluctant to clutter the Classic name with a brand extension .
But now , the soft-drink giant appears willing to take the risk . ev-w115f3_u_nobody ev-w3310f17 [EFF-arg) [21923007]
"The name Classic Coke has tremendous value , and they have n't merchandised that name before , " says Jesse Meyers , publisher of the trade journal Beverage Digest .
ev-w1972f1 ev-w2833f1 [21923008] The Coke spokesman said a caffeine-free Classic should help increase volume of the original brand . [21923009] [21923009]
Indeed , analysts have said ev-w1869f1 ACT-arg (ACT-arg) (RESTR) (RESTR
[21923010] (RIT) (CRIT) (CRIT)
Coke now ev-w1835f8_u_nobody (21923011) (WHEN) (ESTR) (ADVS.membr (PAT-up) (ADVS.membr (PAT-up) (ESTR) (ADVS.membr (PAT-up) (ESTR) (ADVS.membr (PAT-up) (ESTR) (ESTR) (ADVS.membr (PAT-up) (ESTR) (ESTR) (ESTR) (ADVS.membr (PAT-up) (ESTR)
Coke introduced a caffeine-free sugared cola based on its original formula in 1983 . ev-w1745f2
TWHEN PAT-arg RESTR
Coke has been studying the possibility of introducing a caffeine-free Classic for a year , a company spokesman said .
[21923014] [21923014] [21923014] [21923014] [21923014] [21923014]
He said large increases in sales of other non-caffeine soft drinks make the timing right now . _ ev-w2833f1 ev-w1923f2