

125 years of sharing happiness



A Short History of *The Coca-Cola Company*

**For 125 years, we have been
refreshing the world.**



ALWAYS
Coca-Cola

Did you know?

If all the Coca-Cola ever produced were to cascade down Niagara Falls at its normal rate of 1.6 million gallons per second, it would **flow for nearly 83 hours**.

Did you know?

Studies have shown that Coca-Cola is among the **most-admired and best-known trademarks in the world**. In fact, it is documented that “Coca-Cola” is the second-most widely understood term in the world, after “okay.”

Did you know?

If all the Coca-Cola ever produced were in 8-ounce contour bottles, and these bottles were laid end to end, they would **reach to the moon and back 2,051 times**. That is one round trip per day for five years, seven months and 14 days.

A Short History of *The Coca-Cola Company*

This is the remarkable story about the evolution of an iconic brand and the company that bears its name. Since its birth at a soda fountain in downtown Atlanta, Georgia, in 1886, Coca-Cola has been a catalyst for social interaction and inspired innovation. These unique moments in history, arranged in chronological sequence, have helped create a global brand that provides billions of moments of refreshment every day.

Did you know?

Thirsty consumers around the globe now enjoy Coca-Cola Company products 1.7 billion times every single day—about **19,400 beverages every second**.

Did you know?

If all the Coca-Cola ever produced were in 8-ounce contour bottles, and these bottles were distributed to each person in the world, there would be **1,104 bottles per person**.



1880s

"Delicious and Refreshing"



1886

May 8. Coca-Cola is created by John S. Pemberton and served at Jacobs' Pharmacy. Nine drinks a day are sold during this year.

Company accountant, Frank Robinson, names the drink "Coca-Cola," and thinking the two Cs would look well in advertising, pens the famous Spencerian script logo.

The first newspaper ad appears announcing Coca-Cola as a "Delicious and Refreshing Beverage."

1887

Coupons are first used to promote Coca-Cola.

John Pemberton registers his "Coca-Cola Syrup and Extract" label as a copyright with the U.S. Patent Office.

1888

Asa Candler begins to acquire personal control of the Coca-Cola formula and patents from John Pemberton and his partners.

Spring Chickens, Eggs, Butter, etc., at the lowest prices.
J. B. JACKSON,
140 Marietta St.

The Finest, the
can be made, de-
Can be had at
POPE, THE HATTER.
\$5 00 worth of Straw Hats,
and they MUST go.

Don't think of getting furniture until you
go to John Neal & Co. Their prices will
suit you.

IVIE,
The Photographer.
PICTURE FRAMES
MADE TO ORDER

COCA-COLA.

DELICIOUS!
REFRESHING!
EXHILARATING!
INVIGORATING!
The New and Popular Soda Fountain
Drink, containing the properties of the won-
derful Coca plant and the famous Cola
nuts. For sale by Willis Venable and Num-
nally & Rawson.

NATIONAL DECORATION DAY

WHITE PATE
From Atlanta,
Georgia, we have,
for many years, had
75 miles from rain-
fall and Angeles,
the most delicious
Hotels and Restaurants
in the world, and pro-
vide it is always
done at Hopkinson's
a large amount of
the execution of a

"Drink Coca-Cola"



1891

Calendars are first used for advertising by Asa Candler. Note the ad for De-Lec-Ta-Lave, a mouthwash that is also sold by Candler. After 1892, he focuses his energies exclusively on Coca-Cola.

1892

Asa Candler, who began to acquire The Coca-Cola Company in 1888, finalizes the purchase and incorporates The Coca-Cola Company as a Georgia Corporation.

An advertising budget of \$11,000 is authorized.

1893

The Coca-Cola Spencerian script trademark is registered with the U.S. Patent office.

At the Company's second annual meeting, the first dividend is paid to investors.

1895

Asa Candler declares in the Annual Report that Coca-Cola is sold and drunk in every state and territory in the United States.

1890s



"A Delightful Summer or Winter Beverage"



1896

Soda fountain urns and clocks are first used for advertising purposes.

1898

The first building is erected for the sole purpose of housing The Coca-Cola Company. It is quickly outgrown as the Company moves to larger quarters five times in the next 12 years.

1899

The rights to bottle Coca-Cola in most of the United States are sold by Asa Candler to Benjamin F. Thomas and Joseph B. Whitehead of Chattanooga, Tennessee, for \$1. Chattanooga becomes the first city to bottle Coca-Cola under the contract.

**1900**

Music hall performer Hilda Clark becomes the first celebrity to appear in multiple advertising formats, including trays, posters and even bookmarks.

The second bottling plant to begin production under the 1899 contract opens in Atlanta.

1901

The advertising budget surpasses \$100,000 for the first time.

1903

The first convention of Coca-Cola Fountain Sales personnel is held in Atlanta.

1904

The first advertising for Coca-Cola appears in national magazines.

Annual sales of Coca-Cola hit the 1 million-gallon mark.

Lillian Nordica, noted opera singer, begins to endorse Coca-Cola and appears in nationwide advertising in 1905.

1900s

"Good All the Way Down"

"The Ideal Beverage for Discriminating People"



"The Most Refreshing Drink in the World"

1906

Bottling operations begin in Canada, Cuba and Panama, becoming the first three countries outside the United States to bottle Coca-Cola.

D'Arcy Advertising Company begins its 50-year association with The Coca-Cola Company.

A straight-sided bottle is first used in national advertising.

**1907**

The diamond-shaped paper label is introduced for bottles.

The first festoons are installed in soda fountains.

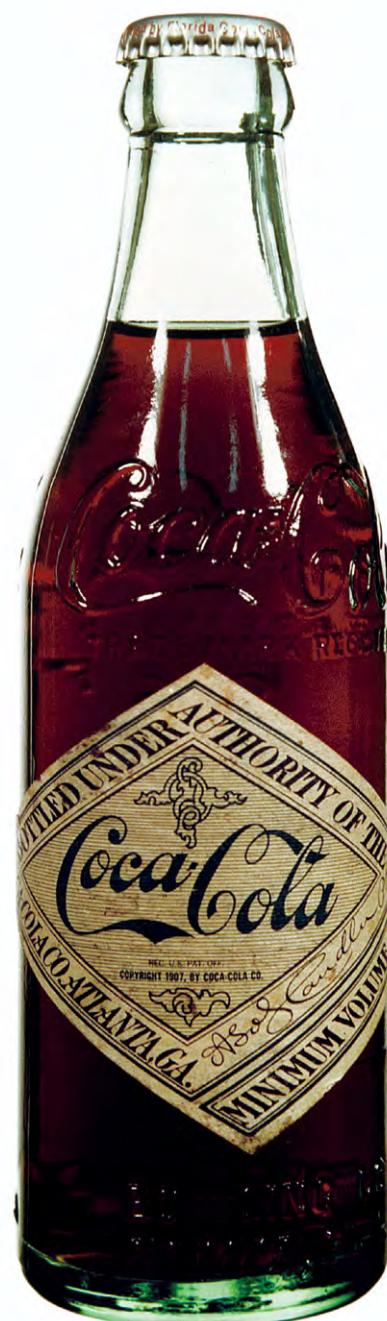
The Company begins its long association with athletes with a series of ads featuring noted baseball players.

1909

The Coca-Cola Bottler magazine begins publication and is produced for more than 80 years.

"Good to the Last Drop"

"Palate Pleasing"



"Enjoy a Glass of Liquid Laughter"

**1911**

The annual advertising budget for The Coca-Cola Company surpasses \$1 million for the first time.

1912

Bottling operations are started in the Philippines, the Company's first expansion into Asia.

1913

As the Company has grown, Coca-Cola is distributed via 2,300 wholesalers by more than 415,000 retailers.

1914

Asa Candler makes a \$1 million donation to Atlanta's Emory University, beginning the Company's long heritage of support for the school.

Examples of advertising spending include \$259,499 on painted wall signs, \$11,011 on pencils and even \$5,411 on napkins.



"The Thirsty One's Best Beverage"



"3 Million a Day"

**1915**

Answering the call of The Coca-Cola Company, the contour bottle prototype is designed by Alexander Samuelson and patented by the Root Glass Company. It is approved by the Bottlers' Association and becomes the standard bottle.

1916

Asa Candler retires from the Company to successfully run for mayor of Atlanta.

1917

Bottling operations begin on the island of Guam.

A relationship between the Red Cross and the Coca-Cola system begins as the Company and bottlers begin World War I blood drives.

1919

The first bottling plants are opened in Europe in Paris and Bordeaux.

The Coca-Cola Company is purchased by a group of investors led by Ernest Woodruff for \$25 million.

1910s

"A Welcome Addition to Any Party"

"The Thirsty One's Best Beverage"

"3 Million a Day"

"Whenever You See an Arrow, Think of Coca-Cola"



Coca-Cola®

How did this
global icon get its
distinctive shape?

The Contour Bottle

The tremendous success and growth of Coca-Cola encouraged other competitors to try to imitate Coke by offering bottles with slight variations on the trademarked name and distinctive script logo. Koka-Kola, Koca-Nola, Celery-Cola and Koke were just a few of the products that tried to capitalize on our success. Working with our bottlers, The Coca-Cola Company asked bottle manufacturers to submit designs for a bottle for Coca-Cola that was so distinctive that it could be recognized by feel in the dark or identified lying broken on the ground.

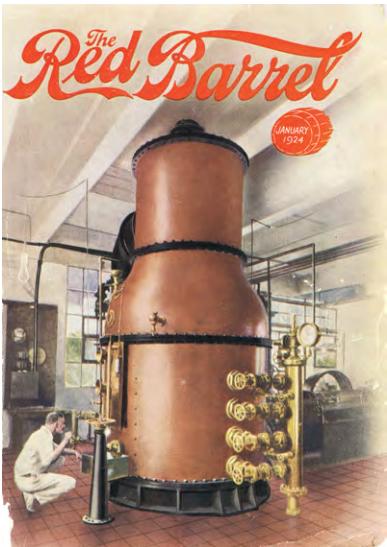


Alexander Samuelson of the Root Glass Company in Terre Haute, Indiana, designed the distinctive shape, and it was patented on November 16, 1915. The bottle was modified and slimmed down to work with the current bottling equipment and went into broader production in 1916. This contour bottle was the only packaging used by The Coca-Cola Company for 40 years until the king-size package was introduced in 1955.

In 1960, the contour bottle was granted registration as a trademark by the U.S. Patent Office. Today, it is still the most recognized bottle in the world, and the shape is used for packaging from the new aluminum can to the 2-liter family size.



"Thirst Knows
No Time
Nor Season"



1920

Justice Oliver Wendell Holmes writes a Supreme Court decision ruling that Coca-Cola is a "single thing, from a single source and well known to the community," recognizing the strength of the Company's trademark.

The Coca-Cola Company moves to its current location on North Avenue in Atlanta.

1920s

"The Pause that Refreshes"



1921

The first employee publication, *The Friendly Hand*, begins publication. It is superseded three years later when *The Red Barrel* begins its 40-year run.

The first use of the slogan "Thirst Knows No Season" helps transition Coca-Cola from a summer beverage to one enjoyed year-round.

1923

The introduction of the first six-bottle carton is a significant innovation for the beverage industry. The carton is patented the following year.

Robert W. Woodruff is elected President of The Coca-Cola Company, beginning more than six decades of leadership in the business.



1925

The Board of Directors passes a resolution placing the secret formula for Coca-Cola in a bank vault at the Trust Company Bank in Atlanta.

Outdoor billboards are introduced as part of the advertising mix.



1926

The Coca-Cola Foreign Department is formed to supply concentrate to overseas bottlers. Some of the countries where bottling operations begin during this decade include Belgium, Bermuda, China, Colombia, Germany, Haiti, Italy, Mexico, the Netherlands and Spain.

1927

The Company begins sponsoring its first radio program, "Vivian the Coca-Cola Girl."



1928

The Company begins its long-term association with the Olympic Games by supplying drinks from kiosks surrounding the venues in Amsterdam.

1929

Two significant innovations debut: the bell-shaped Coca-Cola fountain glass and the first standardized open-top cooler.

STANDARD COCA COLA COOLER
Cooler holds 72 bottles, 4 cases in reserve. Ice capacity 50 pounds. Size 31 $\frac{1}{2}$ "x23 $\frac{1}{2}$ "x40" high, 10 $\frac{1}{2}$ " deep inside. Packed **Price** knocked down in crate. Shipping weight **\$11.60**.

Manufactured (under license from The Coca-Cola Company) by
GLASCOCK BROTHERS MFG. CO.
Muncie, Indiana



"The Best Friend Thirst Ever Had"



1930

The Coca-Cola Export Corporation is created to market Coca-Cola outside the United States.

The Coca-Cola radio program with Grantland Rice debuts.

1931

Seeking to create an advertising program that links Coca-Cola with Christmas, artist Haddon Sundblom creates his first illustration showing Santa Claus pausing for a Coke. For the next three decades, from 1931 to 1964, Sundblom paints images of Santa that help to create the modern interpretation of St. Nick.

1932

When You Entertain, a booklet by renowned author Ida Bailey Allen, is offered to consumers for 10 cents. This guide to home entertaining sells almost 400,000 copies in six months.

1933

The first automated fountain dispenser, the Dole Master, is introduced at the Chicago World's Fair.



"Coca-Cola Goes Along"

1934

Movie stars Jackie Cooper, Wallace Beery, Maurice Chevalier, Jean Harlow, Maureen O'Sullivan, Johnny Weissmuller and Joan Crawford appear in advertising for Coca-Cola.

1935

Artist Norman Rockwell creates the 1935 "Out Fishin'" calendar. Rockwell also developed artwork for the 1931, 1932 and 1934 calendars.



1938

Coca-Cola enters Australia, Austria, Norway and South Africa.

1939

Robert Woodruff becomes Chairman of the Board. He serves until 1942. He later serves from 1952 to 1954. He serves as President of the Company from 1923 to 1939.

1930s

"Ice Cold Sunshine"

"Whoever You Are, Whatever You Do, Wherever You May Be, When You Think of Refreshment, Think of Coca-Cola"



How did Santa
become so jolly
and lovable?

Coca-Cola and Santa Claus

Most people agree on what Santa Claus looks like—a pleasantly plump character with a jolly expression and a white beard, wearing a red suit. But he did not always look that way. The image of Santa Claus ranged from big to small, and he wore colors from red to green and even brown. The variation is because Santa represented a number of stories from different countries.



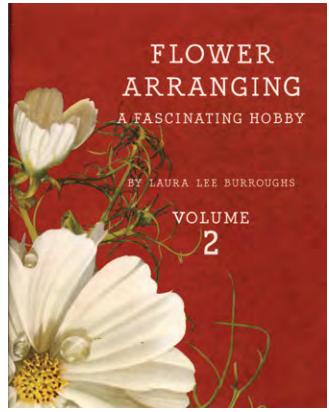
Left to right:

**Christmas advertisement,
1921**

**Sundblom illustration,
1951**

The Coca-Cola Company began its Christmas advertising in the 1920s in an effort to increase sales during the slower winter months. Several different images of Santa were used, but none proved to be popular with consumers until 1931. That year, Archie Lee, an advertising executive for Coca-Cola, commissioned illustrator Haddon Sundblom to paint a Santa that was both wholesome and realistic. Sundblom looked to the Clement Moore poem "A Visit From St. Nicholas" and his own Scandinavian heritage to create the big, red, jolly vision of Santa that the Company used for more than 30 years.

The Company commissioned Sundblom to paint Santa for the last time in 1964, but by then, the popular image of Santa was the Coca-Cola Santa Claus.



"The Only Thing Like Coca-Cola Is Coca-Cola Itself"

1940

Booklets on flower arranging by Laura Lee Burroughs are distributed to consumers. More than 5 million booklets reach American homes.

1941

Traveling laboratories traverse the United States to ensure that quality standards are maintained in the bottling plants.

The first paper cups for Coca-Cola are introduced.

1942

The first in a series of posters depicting American fighter planes is issued for use in schools, restaurants and retail stores. Additional series are issued in 1943, 1944 and 1945.



1940s

"Along the Highway to Anywhere"



"Where There's Coke, There's Hospitality"



plants are sent to Asia, Europe and North Africa. More than 5 billion bottles of Coca-Cola are distributed.

1945

"Coke" becomes a registered trademark of The Coca-Cola Company.

1946

The "Yes" poster with artwork by Haddon Sundblom is released. The poster wins multiple design awards. During the war, 64 portable bottling



1948

Coca-Cola is introduced in Egypt.

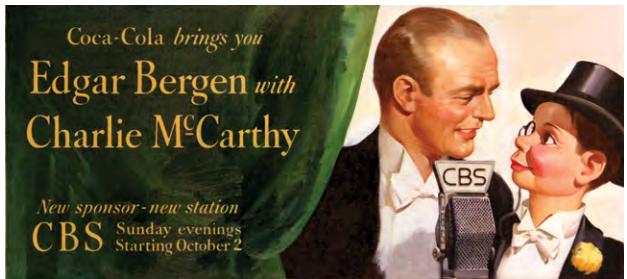
A neon spectacular sign is installed in downtown Atlanta at a cost of \$50,000. It remains in place until 1981.

The famous industrial designer Raymond Loewy develops a new fountain dispenser—the Dole Deluxe.

The red disc metal sign is introduced in diameters ranging from 12 to 48 inches. A later version of the sign includes the famous contour bottle.



"What You
Want Is
a Coke"



1950

Coca-Cola becomes the first product to appear on the cover of *Time* magazine. The magazine wants to have a photo of Robert Woodruff on the cover, but he refuses stating that the product is the only important element in the Company.

The first television commercial for Coca-Cola is broadcast on Thanksgiving Day on a CBS half-hour special featuring Edgar Bergen and Charlie McCarthy.

1950s

"Coca-Cola Makes Good Things Taste Better"



1951

The Coca-Cola Company sponsors a weekly radio program featuring the opera tenor Mario Lanza.

1953

"Coke Time," starring popular singer Eddie Fisher, debuts on both radio and television. Fisher's program is so popular that the Company issues promotional records with his songs. The program airs until 1957.

1955

The Coca-Cola Company begins featuring African-Americans in marketing with the Harlem Globetrotters in 1951 and Olympic Games athletes Jesse Owens and Alice Coachman in 1953. Clark University student Mary Alexander becomes one of the first African-American women to appear in print advertising when she is featured in 1955.

The first king-size bottles make their appearance in the United States. In addition to the standard 6.5-ounce bottles, consumers can now purchase Coke in 10-, 12-, 16- and 26-ounce bottles.



"The Cold Crisp
Taste of Coke"

"Be Really Refreshed"

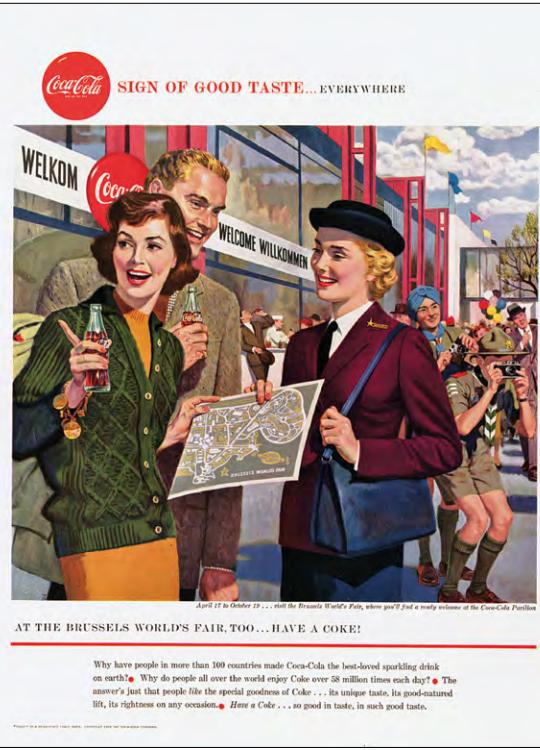
1957

Fanta Orange is introduced in Naples, Italy, the first new product to be distributed by the Company. The Fanta line of flavored beverages comes to the United States in 1960.

1956

McCann-Erickson, Inc., replaces the D'Arcy Advertising Company as the official advertising agency for the Company. D'Arcy held the account for 50 years, dating back to 1906.

Sales outside the United States account for about 33 percent of revenue.



1958

The Coca-Cola Company sponsors a pavilion at the Brussels World's Fair. The pavilion houses an operating bottling plant and includes an exhibit that documents the Coca-Cola business around the globe.

1959

Coca-Cola is now distributed by a network of 1,700 bottlers, operating in more than 100 countries.

Why have people in more than 100 countries made Coca-Cola the best-loved sparkling drink on earth? Why do people all over the world enjoy Coke over 58 million times each day? The answer's just that people like the special goodness of Coke... its unique taste, its good-natured lift, itsrightness on any occasion. Here a Coke... so good in taste, in such good taste.

"Photo © 1958 The Coca-Cola Company. All rights reserved."

"Sign of Good Taste"

**1960**

Steel 12-ounce cans are introduced to help make Coca-Cola more portable.

The Coca-Cola Company acquires The Minute Maid Corporation, adding a line of juice products to its portfolio.

Coca-Cola sponsors a nationwide competition for high school singers and musicians called Talentsville USA. The winner is a lyric soprano from Carrier Mills, Illinois, who goes on to have a successful career in opera.

**1961**

The first feature-length motion picture to feature Coca-Cola premieres. Billy Wilder's comedy "One, Two, Three" stars Jimmy Cagney as the manager of a Coca-Cola bottling plant in West Berlin during the Cold War.

The Company celebrates its 75th anniversary. A national bottler convention in Miami attracts more than 4,000 attendees, mostly U.S. bottlers.

Sprite, a lemon-lime beverage, is introduced on February 1.

**1963**

TaB, the first diet drink produced by the Company, is launched. Its name is selected from a computer-generated search that yields more than 300,000 options.

The "Things Go Better with Coke" advertising campaign begins. On the radio, pop singers like The Supremes, Ray Charles, Aretha Franklin, Jan and Dean, Roy Orbison and The Coasters use their unique musical styles to swing the jingle. On television, celebrities like football star Joe Namath, designer



"It's the Real Thing"

1965

Anne Klein, golfer Arnold Palmer and jazz vocalist Barbara McNair endorse Coca-Cola.

1964

At the New York World's Fair, The Coca-Cola Company pavilion houses an exhibit called Global Holiday that takes visitors to six exotic locales. The pavilion also houses the world's largest carillon—a 610-bell instrument.

1966

Fresca, a citrus-flavored sugar-free soft drink, makes its debut.

1968

Bottling begins in Hungary, the Somali Republic and Yugoslavia.

A one-way, or nonreturnable, contour bottle is introduced.

**1969**

A new graphic look for the Coca-Cola system is introduced, featuring a red-and-white color scheme and logo.

The launch of the new slogan "It's the Real Thing" ushered in a new advertising look for brand Coke.

1960s

"Things Go Better with Coke"

"Have a Coke and a Smile"



1970

The Dynamic Ribbon Device, the red-and-white graphic representing two adjacent contour bottles, is launched nationwide.

Coca-Cola introduces its first sports drink when OlymPade is test marketed in the United States. The packaging features a logo for the U.S. Olympic Committee.

1971

First introduced as a radio ad and later produced as a television commercial, "I'd Like to Buy the World a Coke" becomes an international hit and remains one of the most popular ads for Coca-Cola.

1972

The first bottling operations open in Poland.

Mr. PiBB is introduced.

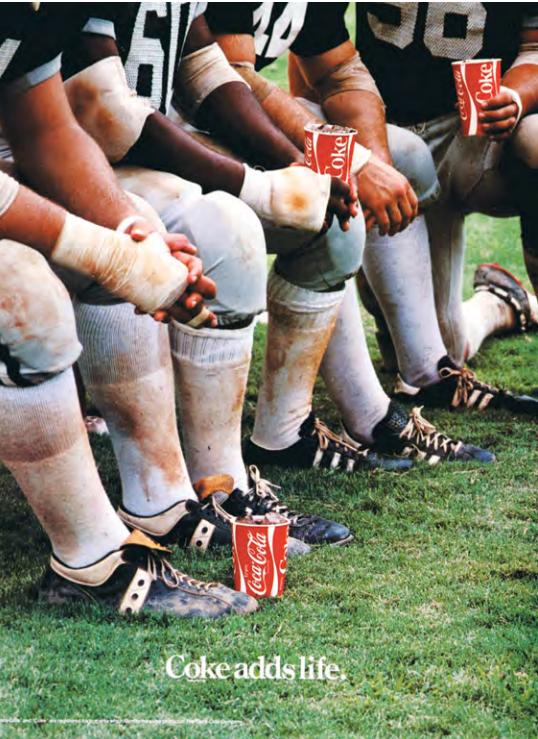
1975

Georgia Coffee is introduced in Japan.

The Coca-Cola Collectors Club is established with 27 members. Club membership now is nearly 4,000.

1976

The Coca-Cola Company and the Fédération Internationale de Football Association (FIFA) agree to the first-ever sponsorship between a company and an international sports governing body.



1970s

"Look Up America"

This is the bottle
for the
Age of Ecology

What the world needs today are containers that recycle.



"Coke Adds Life"

1977

The Christmas "Candles" commercial debuts.

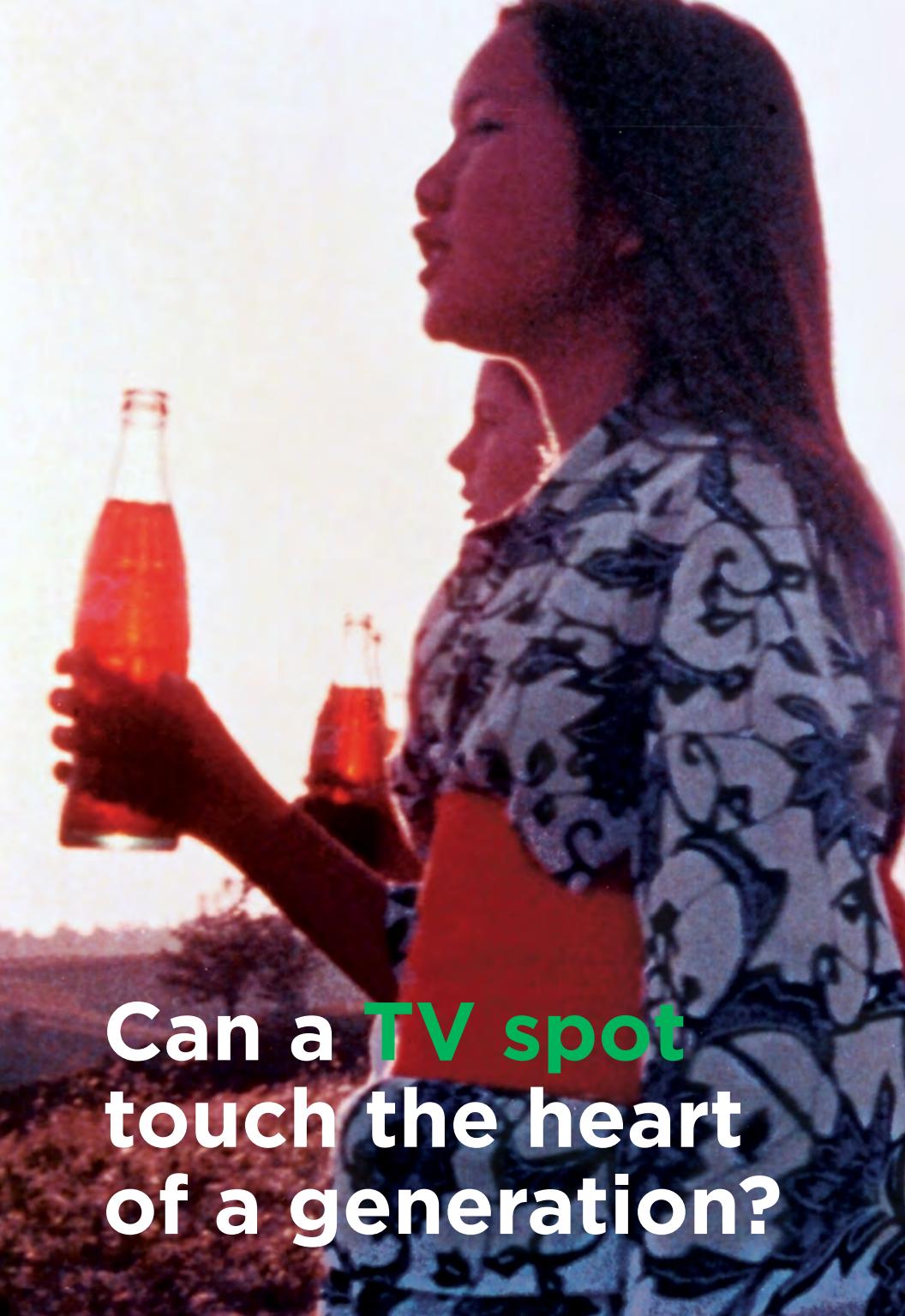
1978

Coca-Cola signs an agreement to reenter the China market after a nearly 30-year absence.

Hi-C soft drinks are introduced.

The 2-liter polyethylene terephthalate (PET) bottle is introduced, beginning the Company's use of PET packaging.





Can a TV spot
touch the heart
of a generation?

Television Ads

The Coca-Cola Company began advertising on television on Thanksgiving Day, 1950, on the Edgar Bergen and Charlie McCarthy holiday special. Over the years, three ads became most associated with Coca-Cola and are generally considered among the best television ads ever made.



I'd Like to Buy the World a Coke, 1971



"Mean" Joe Greene, 1979



Northern Lights, 1993

"I'd Like to Buy the World a Coke," or "Hilltop" as the ad is often called, was created in 1971. The song for the ad was recorded by The New Seekers, a popular Australian folk music group. Released as a radio ad in February of that year, the song was then filmed as a television spot on a hilltop outside of Rome, Italy, featuring an international group of young people. The ad was an instant classic with thousands of people writing the Company requesting the music. A popular recording of the song with the Coca-Cola references removed was performed by The New Seekers and topped the charts in many countries around the world.

The iconic meeting between battered Pittsburgh Steeler defensive lineman "Mean" Joe Greene and a young boy who offered his hero his Coke and received Greene's jersey as a reward was created in 1979 and first aired in October. However, when it aired during the 1980 Super Bowl (which Greene's Steelers won), the ad became one of the classic Super Bowl ads of all time. The heartwarming ad changed Joe's mean reputation forever.

The Coca-Cola polar bears became icons for the Company as soon as the popular "Northern Lights" commercial aired in 1993. The bears were animated by noted production company Rhythm and Hues using the most current technology to bring the always-thirsty bears to life. Numerous polar bear commercials have been produced since 1993; their activities have included skiing and skating, while the family has grown to include playful cubs.



1980

A Coca-Cola contour bottle becomes the central focus of the movie "The Gods Must Be Crazy."

1981

Roberto Goizueta becomes Chairman and CEO of The Coca-Cola Company.

The first bottling plant opens in China. By 2010, the Company had opened more than 40 bottling plants in the country.

1980s

1982

Diet Coke is introduced in a celebrity-filled ceremony in New York, becoming the first extension of the trademarks Coca-Cola and Coke.

1983

The Coca-Cola Company purchases Columbia Pictures Industries, Inc. While the Company owns the movie studio, "Gandhi" wins an Academy Award for best picture.

1985

Tokyo Disneyland. The two companies sign a worldwide marketing agreement in 1985.

1986

Bottling operations begin in Russia.

The formula for Coca-Cola is changed for the first time in 99 years. The product, popularly dubbed "New Coke," generated consumer protest nationwide. Product made with the original formula, renamed "Coca-Cola Classic," is returned to the market 79 days later.

"Coke Is It"

"Catch the Wave"



"You Can't Beat the Feeling"



Coca-Cola becomes the first soft drink consumed in space when the astronauts aboard the space shuttle *Challenger* tested the space can on a mission.

1989

May 8. Coca-Cola marks its hundredth anniversary with a worldwide celebration in Atlanta.

The Coca-Cola Scholars Foundation is created as a joint program between the Company and The Coca-Cola Bottlers' Association.

Company-owned bottlers and several independent bottler groups combine to form Coca-Cola Enterprises (CCE) as an independent bottler and publicly traded company.

1990

The first neon spectacular sign in the Soviet Union debuts in Moscow's Pushkin Square.

The Company sells Columbia Pictures.

JOURNEY

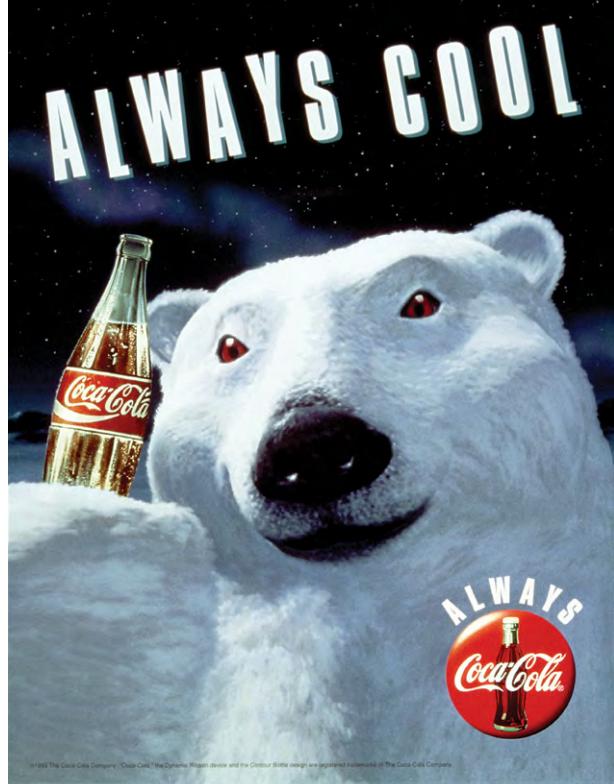


1990

As the Berlin Wall comes down, Coca-Cola is sold in East Germany for the first time.

The World of Coca-Cola museum opens at Underground Atlanta, greeting an average of 1 million guests a year until 2007.

1990s



1992

Powerade is introduced and is designated as the official sports drink of the Olympic Games.

1993

The Company reenters India after leaving the country in 1977 rather than reveal the secret formula of Coca-Cola.

The popular Coca-Cola polar bears are introduced in the commercial "Northern Lights."



"Always Coca-Cola"



1996

The Centennial Olympic Games are held in Atlanta. The Coca-Cola Company creates Coca-Cola Olympic City as a way to entertain fans.

1999

A contour bottle folk-art exhibition is created with more than 50 bottles from around the world displayed in Atlanta during the Olympic Games.





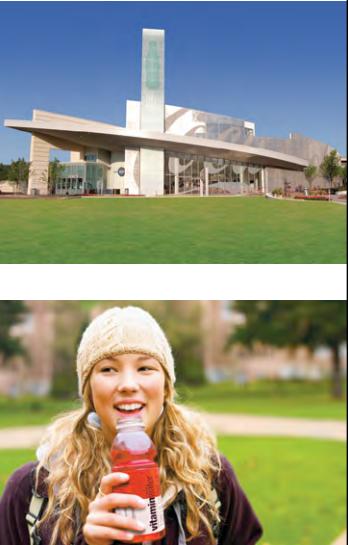
2000

The Coca-Cola Company sponsors the Olympic Games in Sydney, Australia.

2001

The Coca-Cola Company and Nestlé create a new company, Beverage Partners Worldwide, to market ready-to-serve coffee and tea beverages.

Simply Orange, a not-from-concentrate orange juice, is introduced.



"Open Happiness"

2005

The Coca-Cola Company sponsors the FIFA World Cup™ competition in Japan and Korea.

"American Idol," a singing competition sponsored by Coca-Cola, debuts. It becomes one of the most popular shows in the history of television.

2004

Diet Coke with Lime is introduced.

Continuing a presence that dates back to 1920, a 3D, high-tech, six-story sign lights up Times Square in New York City.

2007

The new World of Coca-Cola opens at Pemberton Place in Atlanta.

The Coca-Cola Company acquires Energy Brands Inc. (glacéau), maker of vitaminwater and smartwater.

The 20-ounce PET contour GRIP bottle joins the packaging ranks.

2000s



Cola



**Can a company
be considered the
world's biggest
sports fan?**

Worldwide Sponsorships

Coca-Cola is one of the only brands with the worldwide presence and ability to sponsor the two biggest sporting events in the world, and we have been doing it for more than 80 years.



**Los Angeles 1932
Olympic Games**



**1983 FIFA World
Youth Championship
in Mexico**



**Vancouver 2010
Olympic Winter Games**

Chairman Robert Woodruff wanted to find a way to introduce Coca-Cola to the world, so he had kiosks selling Coca-Cola set up outside the venues at the Amsterdam 1928 Olympic Games. This began a more than 80-year sponsorship of the Olympic Games. The Company has celebrated the Olympic Games in advertising since the Los Angeles 1932 Olympic Games. The activations at the Olympic Games have grown over the years as the small kiosks have been replaced with pin trading centers and other fan activations. The Coca-Cola Company has also been a longstanding sponsor of the Olympic Torch Relay leading up to the Olympic Games.

While The Coca-Cola Company had been advertising in the stadiums at FIFA World Cup™ matches since the 1950s, in 1976 The Coca-Cola Company and the Fédération Internationale de Football Association (FIFA) made history as they forged the first-ever sponsorship between an international sports governing authority and a company. This sponsorship was far-reaching and included not only the FIFA World Cup™ but also youth training and the Coca-Cola Cup. The Coca-Cola Company sponsors not only the FIFA World Cup™ but all FIFA tournaments, such as the FIFA Women's World Cup™ and FIFA U-17 World Cup™.



A screenshot of the Coca-Cola Facebook page showing a profile picture of a Coca-Cola bottle, a cover photo of a Coca-Cola advertisement, and a feed with posts from fans.

2008

Sponsorship of the Beijing 2008 Olympic Games connects with more than 500 million consumers in China.

A Coca-Cola Facebook page is established by two fans. The site has over 22 million fans worldwide as of January 2011 and continues to grow.

Sprite becomes the third Company product to sell more than 2 billion cases annually, joining Coca-Cola and Diet Coke/Coca-Cola light.

The Coca-Cola Conversations blog launches.



2009

Coca-Cola Freestyle, an innovative fountain dispenser that allows consumers to select from more than 100 beverages, is unveiled.

Two-liter contour packaging is introduced.

PlantBottle PET packaging is introduced. Made partially from plant-based materials, PlantBottle plastic bottles are completely recyclable.

Simply becomes a billion-dollar brand.



2010

In the aftermath of a devastating earthquake, The Coca-Cola Company launches the Haiti Hope Project, a public-private initiative that aims to develop a sustainable mango industry in Haiti.

The Coca-Cola Company acquires the entire North American bottling operations of Coca-Cola Enterprises.

2011

The Coca-Cola Company celebrates 125 years of brand Coca-Cola.





**125 years and we are just
getting started.**

since 1886



www.thecoca-colacompany.com



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