

125 years of sharing happiness



A Short History of *The Coca-Cola Company*

For 125 years, we have been
refreshing the world.



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.

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.

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.



“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.



1880s

"DrinkCoca-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.



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.

"A Delightful Summer or Winter Beverage"



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.

1890s



"The Most Refreshing Drink in the World"

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.

1900s

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.

"Good All the Way Down"

"The Ideal Beverage for Discriminating People"



"The Great National Drink at the Great National Game"



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.

"Good to the Last Drop"

"Palate Pleasing"

1909

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





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

"Things Go Better with Coke"

1960s



"It's the Real Thing"

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.

1965

The Coca-Cola Company and its bottlers sponsor the first animated television special for the cartoon strip *Peanuts*, "A Charlie Brown Christmas."

1966

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

1968

Bottling begins in Hungary, the Somali Republic and Yugoslavia.

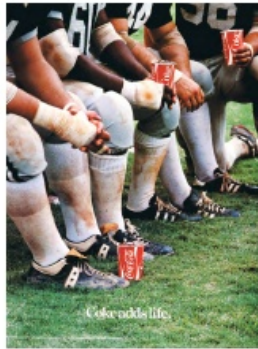
A one-way, or nonreturnable, contour bottle is introduced.

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.

“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.



“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.

1979

Mello Yello is introduced.

The North Avenue Tower headquarters building is first occupied.

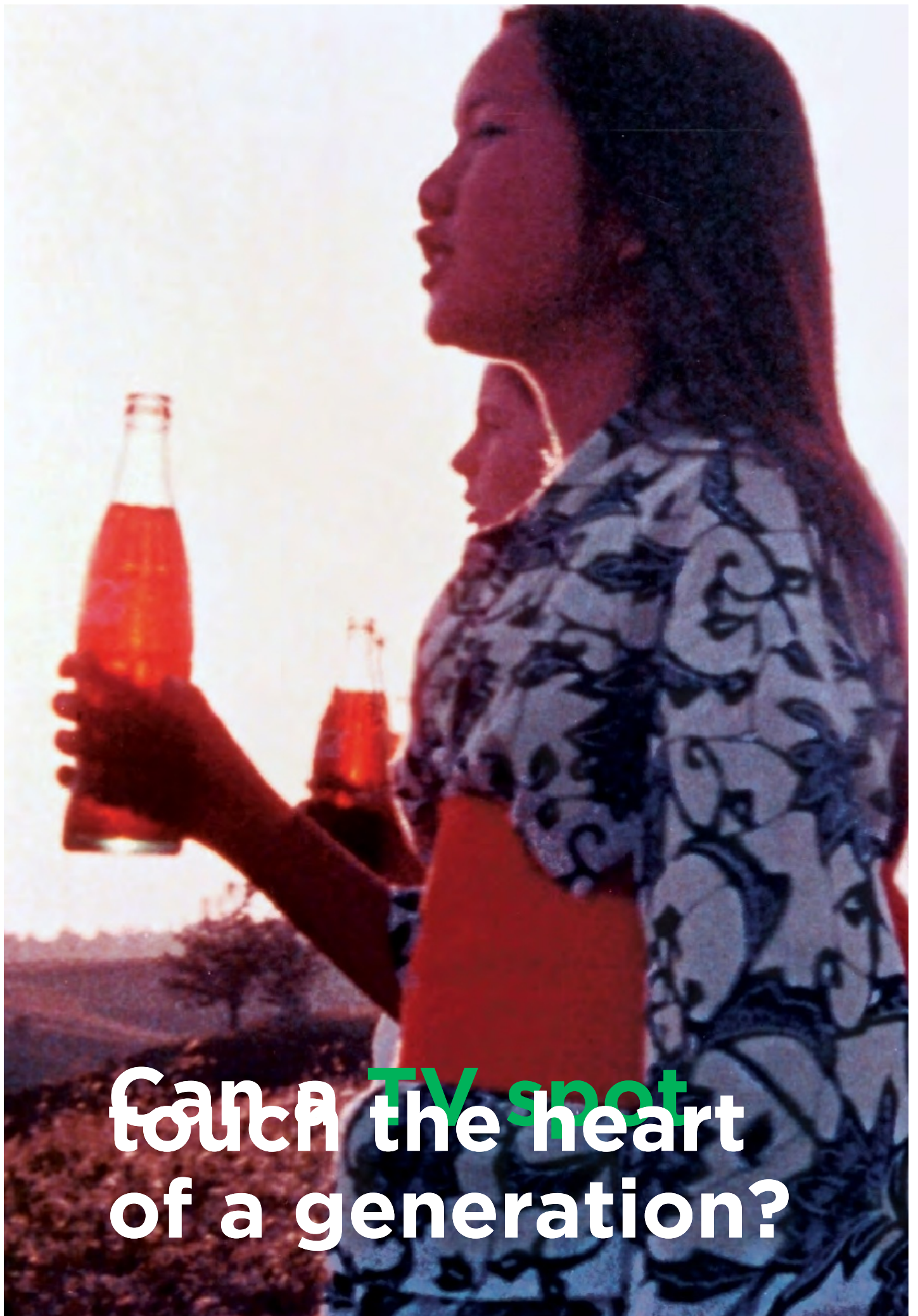
The “‘Mean’ Joe Greene” television commercial debuts. The ad is consistently voted one of the best commercials of all time.

Coca-Cola begins worldwide sponsorship of Special Olympics.



1970s

“Look Up America”



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.



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

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since 1886



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