[Template:About](/wiki/Template:About" \o "Template:About) [Template:Redirect](/wiki/Template:Redirect) [Template:Pp-semi-protected](/wiki/Template:Pp-semi-protected) [Template:Pp-move-indef](/wiki/Template:Pp-move-indef) [Template:Use mdy dates](/wiki/Template:Use_mdy_dates) [Template:Infobox beverage](/wiki/Template:Infobox_beverage) [thumb|a Coca-Cola bottle](/wiki/File:Flasche_Coca-Cola_0,2_Liter.jpg)

**Coca-Cola** (often referred to simply as **Coke**) is a [carbonated](/wiki/Carbonation) [soft drink](/wiki/Soft_drink)[[1]](#cite_note-1) produced by [The Coca-Cola Company](/wiki/The_Coca-Cola_Company) of [Atlanta](/wiki/Atlanta), [Georgia](/wiki/Georgia_(U.S._state)). Originally intended as a [patent medicine](/wiki/Patent_medicine) when it was invented in the late 19th century by [John Pemberton](/wiki/John_Pemberton), Coca-Cola was bought out by businessman [Asa Griggs Candler](/wiki/Asa_Griggs_Candler), whose marketing tactics led Coke to its dominance of the world soft-drink market throughout the 20th century. The name refers to two of its original ingredients: [kola nuts](/wiki/Kola_nuts), a source of [caffeine](/wiki/Caffeine), and [coca leaves](/wiki/Coca_leaves). The current [formula of Coca-Cola](/wiki/Coca-Cola_formula) remains a [trade secret](/wiki/Trade_secret), although a variety of reported recipes and experimental recreations have been published.

The company produces [concentrate](/wiki/Concentrate), which is then sold to licensed Coca-Cola bottlers throughout the world. The bottlers, who hold exclusive territory contracts with the company, produce finished product in cans and bottles from the concentrate in combination with filtered water and sweeteners. A typical 12 oz (355 ml) can contains 38g of sugar (usually in the form of [HFCS](/wiki/High_fructose_corn_syrup)). The bottlers then sell, distribute and merchandise Coca-Cola to retail stores, restaurants and [vending machines](/wiki/Vending_machines). The Coca-Cola Company also sells concentrate for [soda fountains](/wiki/Soda_fountain) to major restaurants and [food service](/wiki/Food_service) distributors.

The Coca-Cola Company has, on occasion, introduced other cola drinks under the Coke brand name. The most common of these is [Diet Coke](/wiki/Diet_Coke), with others including [Caffeine-Free Coca-Cola](/wiki/Caffeine-Free_Coca-Cola), Diet Coke Caffeine-Free, [Coca-Cola Cherry](/wiki/Coca-Cola_Cherry), [Coca-Cola Zero](/wiki/Coca-Cola_Zero), [Coca-Cola Vanilla](/wiki/Coca-Cola_Vanilla), and special versions with lemon, lime, or coffee. In 2013, Coke products could be found in over 200 countries worldwide, with consumers downing more than 1.8 billion company beverage servings each day.[[2]](#cite_note-2) Based on [Interbrand's](/wiki/Interbrand) best global brand study of 2015, Coca-Cola was the world's third most valuable brand.[[3]](#cite_note-3) [thumb|](/wiki/File:John_Pemberton.jpg)[John Pemberton](/wiki/John_Pemberton), the inventor of Coca-Cola

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## History[[edit](/index.php?title=(none)&action=edit&section=1)]

### 19th-century historical origins[[edit](/index.php?title=(none)&action=edit&section=2)]

[thumb|Eagle Drug and Chemical House, Columbus, Georgia](/wiki/File:Pemberton's_Eagle_and_Drug_House,_Birthplace_of_Coca-Cola.jpeg)

[thumb|Believed to be the first coupon ever, this ticket for a free glass of Coca-Cola was first distributed in 1888 to help promote the drink. By 1913, the company had redeemed 8.5 million tickets.](/wiki/File:19th_century_Coca-Cola_coupon.jpg)[[4]](#cite_note-4) [thumb|This Coca-Cola advertisement from 1943 is still displayed in](/wiki/File:Coca_Cola_ad_ca._1943_IMG_3744.JPG) [Minden](/wiki/Minden,_Louisiana), Louisiana. [thumb|Early Coca-Cola bottling machine at](/wiki/File:Coca_Cola_Bottling_Machine,_Biedenharn_Museum_and_Gardens_IMG_4101.JPG) [Biedenharn Museum and Gardens](/wiki/Biedenharn_Museum_and_Gardens) in [Monroe](/wiki/Monroe,_Louisiana), Louisiana

Confederate Colonel [John Pemberton](/wiki/John_Pemberton) who was wounded in the [American Civil War](/wiki/American_Civil_War), became addicted to [morphine](/wiki/Morphine), and began a quest to find a substitute for the dangerous opiate.[[5]](#cite_note-5) The prototype [Coca-Cola recipe](/wiki/Coca-Cola_formula) was formulated at Pemberton's Eagle Drug and Chemical House,[[6]](#cite_note-6) a drugstore in [Columbus](/wiki/Columbus,_Georgia), [Georgia](/wiki/Georgia_(U.S._state)), originally as a [coca wine](/wiki/Coca_wine).[[7]](#cite_note-7)[[8]](#cite_note-8) He may have been inspired by the formidable success of [Vin Mariani](/wiki/Vin_Mariani), a French coca wine.[[9]](#cite_note-9) In 1885, Pemberton registered his [French Wine Coca](/wiki/Pemberton's_French_Wine_Coca) nerve tonic.[[10]](#cite_note-10) In 1886, when Atlanta and [Fulton County](/wiki/Fulton_County,_Georgia) passed [prohibition](/wiki/Prohibition) legislation, Pemberton responded by developing Coca-Cola, essentially a nonalcoholic version of [French Wine Coca](/wiki/Pemberton's_French_Wine_Coca).[[11]](#cite_note-11)The first sales were at Jacob's Pharmacy in Atlanta, Georgia, on May 8, 1886.[[12]](#cite_note-12) It was initially sold as a [patent medicine](/wiki/Patent_medicine) for five [cents](/wiki/Cent_(currency))[[13]](#cite_note-13) a glass at [soda fountains](/wiki/Soda_fountain), which were popular in the United States at the time due to the belief that [carbonated water](/wiki/Carbonated_water) was good for the health.[[14]](#cite_note-14) Pemberton claimed Coca-Cola cured many diseases, including [morphine](/wiki/Morphine) addiction, [dyspepsia](/wiki/Dyspepsia), [neurasthenia](/wiki/Neurasthenia), headache, and [impotence](/wiki/Impotence). Pemberton ran the first advertisement for the beverage on May 29 of the same year in the [*Atlanta Journal*](/wiki/Atlanta_Journal).[[15]](#cite_note-15) By 1888, three versions of Coca-Cola – sold by three separate businesses – were on the market. A co-partnership had been formed on January 14, 1888 between Pemberton and four Atlanta businessmen: J.C. Mayfield, A.O. Murphey; C.O. Mullahy and E.H. Bloodworth. Not codified by any signed document, a verbal statement given by Asa Candler years later asserted under testimony that he had acquired a stake in Pemberton's company as early as 1887.[[16]](#cite_note-16) John Pemberton declared that the *name* "Coca-Cola" belonged to his son, Charley, but the other two manufacturers could continue to use the *formula*.[[17]](#cite_note-17) Charley Pemberton's record of control over the "Coca-Cola" name was the underlying factor that allowed for him to participate as a major shareholder in the March 1888 Coca-Cola Company incorporation filing made in his father's place.[[18]](#cite_note-18) Charley's exclusive control over the "Coca Cola" name became a continual thorn in Asa Candler's side. Candler's oldest son, Charles Howard Candler, authored a book in 1950 published by [Emory University](/wiki/Emory_University). In this definitive biography about his father, Candler specifically states: "..., on April 14, 1888, the young druggist [Asa Griggs Candler] purchased a one-third interest in the formula of an almost completely unknown proprietary elixir known as Coca-Cola."[[19]](#cite_note-19)[right|thumb|Old German Coca-Cola](/wiki/File:-_Coca-Cola_-_Old_bottle_opener_-.jpg) [bottle opener](/wiki/Bottle_opener). The deal was actually between John Pemberton's son Charley and Walker, Candler & Co. – with John Pemberton acting as cosigner for his son. For $50 down and $500 in 30 days, Walker, Candler & Co. obtained all of the one-third interest in the Coca-Cola Company that Charley held, all while Charley still held on to the name. After the April 14 deal, on April 17, 1888, one-half of the Walker/Dozier interest shares were acquired by Candler for an additional $750.[[20]](#cite_note-20)

#### The Coca-Cola Company[[edit](/index.php?title=(none)&action=edit&section=3)]

In 1892, Candler set out to incorporate a second company; "The Coca-Cola Company" (the current corporation). When Candler had the earliest records of the "Coca-Cola Company" burned in 1910, the action was claimed to have been made during a move to new corporation offices around this time.[[21]](#cite_note-21) After Candler had gained a better foothold on Coca-Cola in April 1888, he nevertheless was forced to sell the beverage he produced with the recipe he had under the names "Yum Yum" and "Koke". This was while Charley Pemberton was selling the elixir, although a cruder mixture, under the name "Coca-Cola", all with his father's blessing. After both names failed to catch on for Candler, by the middle of 1888, the Atlanta pharmacist was quite anxious to establish a firmer legal claim to Coca-Cola, and hoped he could force his two competitors, Walker and Dozier, completely out of the business, as well.[[22]](#cite_note-22) On August 16, 1888, Dr. John Stith Pemberton suddenly died, Asa G. Candler then sought to move swiftly forward to attain his vision of taking full control of the whole Coca-Cola operation.

Charley Pemberton, an alcoholic, was the one obstacle who unnerved Asa Candler more than anyone else. Candler is said to have quickly maneuvered to purchase the exclusive rights to the name "Coca-Cola" from Pemberton's son Charley right after Dr. Pemberton's death. One of several stories was that Candler bought the title to the name from Charley's mother for $300; approaching her at Dr. Pemberton's funeral. Eventually, Charley Pemberton was found on June 23, 1894, unconscious, with a stick of opium by his side. Ten days later, Charley died at Atlanta's Grady Hospital at the age of 40.[[23]](#cite_note-23) In Charles Howard Candler's 1950 book about his father, he stated: "On August 30th [1888], he [Asa Candler] became sole proprietor of Coca-Cola, a fact which was stated on letterheads, invoice blanks and advertising copy."[[24]](#cite_note-24) With this action on August 30, 1888, Candler's sole control became technically all true. Candler had negotiated with Margaret Dozier and her brother Woolfolk Walker a full payment amounting to $1,000, which all agreed Candler could pay off with a series of notes over a specified time span. By May 1, 1889, Candler was now claiming full ownership of the Coca-Cola beverage, with a total investment outlay by Candler for the drink enterprise over the years amounting to $2,300.[[25]](#cite_note-25) In 1914, Margaret Dozier, as co-owner of the original Coca-Cola Company in 1888, came forward to claim that her signature on the 1888 Coca-Cola Company bill of sale had been forged. Subsequent analysis of certain similar transfer documents had also indicated John Pemberton's signature was most likely a forgery, as well, which some accounts claim was precipitated by his son Charley.[[26]](#cite_note-26) On September 12, 1919, Coca-Cola Co. was purchased by a group of investors for $25 million and reincorporated. The company publicly offered 500,000 shares of the company for $40 a share.[[27]](#cite_note-27)[[28]](#cite_note-28) In 1986, The Coca-Cola Company merged with two of their bottling operators (owned by JTL Corporation and BCI Holding Corporation) to form Coca-Cola Enterprises Inc. (CCE).[[29]](#cite_note-29) In December 1991, Coca-Cola Enterprises merged with the Johnston Coca-Cola Bottling Group, Inc.[[29]](#cite_note-29)

### Origins of bottling[[edit](/index.php?title=(none)&action=edit&section=4)]

[thumb|Bottling plant of Coca-Cola Canada Ltd. January 8, 1941.](/wiki/File:Commercial._At_the_Coca_Cola_Plant_BAnQ_P48S1P06539.jpg) [Montreal](/wiki/Montreal), [Canada](/wiki/Canada). The first bottling of Coca-Cola occurred in [Vicksburg](/wiki/Vicksburg,_Mississippi), Mississippi, at the Biedenharn Candy Company in 1891. The proprietor of the bottling works was [Joseph A. Biedenharn](/wiki/Joseph_A._Biedenharn). The original bottles were Biedenharn bottles, very different from the much later hobble-skirt design of 1915 now so familiar.

It was then a few years later that two entrepreneurs from [Chattanooga, Tennessee](/wiki/Chattanooga,_Tennessee), namely; Benjamin F. Thomas and Joseph B. Whitehead, proposed the idea of bottling and were so persuasive that Candler signed a contract giving them control of the procedure for only one dollar.[[30]](#cite_note-30) Candler never collected his dollar, but in 1899, Chattanooga became the site of the first Coca-Cola bottling company. Candler remained very content just selling his company's syrup.[[31]](#cite_note-31) The loosely termed contract proved to be problematic for The Coca-Cola Company for decades to come. Legal matters were not helped by the decision of the bottlers to subcontract to other companies, effectively becoming parent bottlers.<ref name=history-of-bottling>[Template:Cite web](/wiki/Template:Cite_web)</ref> This contract specified that bottles would be sold at 5¢ each and had no fixed duration, leading to [the fixed price of Coca-Cola from 1886 to 1959](/wiki/The_fixed_price_of_Coca-Cola_from_1886_to_1959).

### 20th century[[edit](/index.php?title=(none)&action=edit&section=5)]

The first outdoor wall advertisement that promoted the Coca-Cola drink was painted in 1894 in [Cartersville, Georgia](/wiki/Cartersville,_Georgia).[[32]](#cite_note-32) Cola syrup was sold as an over-the-counter [dietary supplement](/wiki/Dietary_supplement) for upset stomach.[[33]](#cite_note-33)[[34]](#cite_note-34) By the time of its 50th anniversary, the soft drink had reached the status of a national icon in the USA. In 1935, it was certified [kosher](/wiki/Kosher) by Atlanta Rabbi [Tobias Geffen](/wiki/Tobias_Geffen), after the company made minor changes in the sourcing of some ingredients.[[35]](#cite_note-35) [thumb|Original framed Coca-Cola artist's drawn graphic presented by The Coca-Cola Company on July 12, 1944 to Charles Howard Candler on the occasion of Coca-Cola's "1 Billionth Gallon of Coca-Cola Syrup."](/wiki/File:1BILLIONTHgallonCOCACOLAowner.jpg)

[thumb|Claimed to be the first installation anywhere of the 1948 model "Boat Motor" styled Coca-Cola soda dispenser, Fleeman's Pharmacy, Atlanta, Georgia. The "Boat Motor" soda dispenser was introduced in the late 1930s and manufactured till the late 1950s. Photograph circa 1948.](/wiki/File:FLEEMANSpharmacyCOKErwLIPACKowner.jpg)

The longest running commercial Coca-Cola soda fountain anywhere was Atlanta's Fleeman's Pharmacy, which first opened its doors in 1914.[[36]](#cite_note-36) Jack Fleeman took over the pharmacy from his father and ran it until 1995; closing it after 81 years.[[37]](#cite_note-37) On July 12, 1944, the one-billionth gallon of Coca-Cola syrup was manufactured by The Coca-Cola Company. Cans of Coke first appeared in 1955.[[38]](#cite_note-38)

### New Coke[[edit](/index.php?title=(none)&action=edit&section=6)]

[Template:Main](/wiki/Template:Main)

[thumb|The](/wiki/File:World-of-coca-cola.jpg) [Las Vegas Strip](/wiki/Las_Vegas_Strip) [*World of Coca-Cola*](/wiki/World_of_Coca-Cola) museum in 2003 On April 23, 1985, Coca-Cola, amid much publicity, attempted to change the [formula](/wiki/Coca-Cola_formula) of the drink with "New Coke". Follow-up taste tests revealed most consumers preferred the taste of New Coke to both Coke and [Pepsi](/wiki/Pepsi)[[39]](#cite_note-39) but Coca-Cola management was unprepared for the public's [nostalgia](/wiki/Nostalgia) for the old drink, leading to a [backlash](/wiki/Backlash_(sociology)). The company gave in to protests and returned to a variation of the old formula using high fructose corn syrup instead of cane sugar as the main sweetener, under the name Coca-Cola Classic, on July 10, 1985.

### 21st century[[edit](/index.php?title=(none)&action=edit&section=7)]

On July 5, 2005, it was revealed that Coca-Cola would resume operations in Iraq for the first time since the [Arab League](/wiki/Arab_League) boycotted the company in 1968.[[40]](#cite_note-40) In April 2007, in Canada, the name "Coca-Cola Classic" was changed back to "Coca-Cola". The word "Classic" was removed because "New Coke" was no longer in production, eliminating the need to differentiate between the two.[[41]](#cite_note-41) The formula remained unchanged. In January 2009, Coca-Cola stopped printing the word "Classic" on the labels of [Template:Convert](/wiki/Template:Convert) bottles sold in parts of the southeastern United States.[[42]](#cite_note-42) The change is part of a larger strategy to rejuvenate the product's image.[[42]](#cite_note-42) The word "Classic" was removed from all Coca-Cola products by 2011.

In November 2009, due to a dispute over wholesale prices of Coca-Cola products, [Costco](/wiki/Costco) stopped restocking its shelves with Coke and Diet Coke for two months; a separate pouring rights deal in 2013 saw Coke products removed from Costco food courts in favor of Pepsi.[[43]](#cite_note-43) Some Costco locations (such as the ones in [Tucson, Arizona](/wiki/Tucson,_Arizona)) additionally sell [imported Coca-Cola from Mexico](/wiki/Mexican_Coke) with cane sugar instead of corn syrup from separate distributors.[[44]](#cite_note-44) Coca-Cola introduced the 7.5-ounce mini-can in 2009, and on September 22, 2011, the company announced price reductions, asking retailers to sell eight-packs for $2.99. That same day, Coca-Cola announced the 12.5-ounce bottle, to sell for 89 cents. A 16-ounce bottle has sold well at 99 cents since being re-introduced, but the price was going up to $1.19.[[45]](#cite_note-45) In 2012, Coca-Cola resumed business in [Myanmar](/wiki/Myanmar) after 60 years of absence due to U.S.-imposed investment sanctions against the country.<ref name=BBC-GT-DEX-2012-CN-MP-X>[Template:Cite news](/wiki/Template:Cite_news)</ref><ref name=BLOOMBERG-GT-DEX-2012-CN-MP-X>[Template:Cite news](/wiki/Template:Cite_news)</ref> Coca-Cola's bottling plant will be located in [Yangon](/wiki/Yangon) and is part of the company's five-year plan and $200 million investment in [Myanmar](/wiki/Myanmar).[[46]](#cite_note-46) Coca-Cola with its partners is to invest USD 5 billion in its operations in India by 2020.[[47]](#cite_note-47) In 2013, it was announced that [Coca-Cola Life](/wiki/Coca-Cola_Life) would be introduced in [Argentina](/wiki/Argentina) that would contain [stevia](/wiki/Stevia) and [sugar](/wiki/Sugar).<ref name=Geller>[Template:Cite news](/wiki/Template:Cite_news)</ref>

In August 2014 the company announced it was forming a long-term partnership with [Monster Beverage](/wiki/Monster_Beverage), with the two forging a strategic marketing and distribution alliance, and product line swap. As part of the deal Coca-Cola was to acquire a 16.7% stake in Monster for $2.15 billion, with an option to increase it to 25%.[[48]](#cite_note-48)

## Production[[edit](/index.php?title=(none)&action=edit&section=8)]

### Ingredients[[edit](/index.php?title=(none)&action=edit&section=9)]

* Carbonated water
* Sugar ([sucrose](/wiki/Sucrose) or [high-fructose corn syrup](/wiki/High-fructose_corn_syrup) (HFCS) depending on country of origin)
* Caffeine
* [Phosphoric acid](/wiki/Phosphoric_acid)
* [Caramel color (E150d)](/wiki/Caramel_color#Classification)
* Natural flavorings[[49]](#cite_note-49)A typical can of Coca-Cola (12 fl ounces/355 ml) contains 38 grams of sugar (usually in the form of HFCS),[[50]](#cite_note-50) 50 mg of sodium, 0 grams fat, 0 grams potassium, and 140 calories.[[51]](#cite_note-51)On May 5, 2014, Coca-Cola said it is working to remove a controversial ingredient, [brominated vegetable oil](/wiki/Brominated_vegetable_oil), from all of its drinks.[[52]](#cite_note-52)

### Formula of natural flavorings[[edit](/index.php?title=(none)&action=edit&section=10)]

[Template:Main](/wiki/Template:Main)

The exact formula of Coca-Cola's natural flavorings (but not its other ingredients, which are listed on the side of the bottle or can) is a [trade secret](/wiki/Trade_secret). The original copy of the formula was held in [SunTrust Bank's](/wiki/SunTrust_Bank) main vault in Atlanta for 86 years. Its predecessor, the Trust Company, was the [underwriter](/wiki/Underwriter) for the Coca-Cola Company's [initial public offering](/wiki/Initial_public_offering) in 1919. On December 8, 2011, the original secret formula was moved from the vault at SunTrust Banks to a new vault containing the formula which will be on display for visitors to its [World of Coca-Cola](/wiki/World_of_Coca-Cola) museum in downtown Atlanta.[[53]](#cite_note-53) [thumb|Coca-Cola Museum in Atlanta, Georgia](/wiki/File:Coke_Museum.JPG)

According to Snopes, a popular myth states that only two executives have access to the formula, with each executive having only half the formula.[[54]](#cite_note-54) However, several sources state that while Coca-Cola does have a rule restricting access to only two executives, each knows the entire formula and others, in addition to the prescribed duo, have known the formulation process.[[55]](#cite_note-55) On February 11, 2011, [Ira Glass](/wiki/Ira_Glass) revealed on his [PRI](/wiki/Public_Radio_International) radio show, [*This American Life*](/wiki/This_American_Life), that the secret formula to Coca-Cola had been uncovered in a 1979 newspaper. The formula found basically matched the formula found in Pemberton's diary.[[56]](#cite_note-56)[[57]](#cite_note-57)[[58]](#cite_note-58)[[59]](#cite_note-59)

### Use of stimulants in formula[[edit](/index.php?title=(none)&action=edit&section=11)]

[thumb|An early Coca Cola advertisement.](/wiki/File:Pembertoncokeanzeige.jpg)

When launched, Coca-Cola's two key ingredients were [cocaine](/wiki/Cocaine) and [caffeine](/wiki/Caffeine). The cocaine was derived from the [coca](/wiki/Coca) leaf and the caffeine from [kola nut](/wiki/Kola_nut), leading to the name Coca-Cola (the "K" in Kola was replaced with a "C" for marketing purposes).[[60]](#cite_note-60)[[61]](#cite_note-61)

#### Coca – cocaine[[edit](/index.php?title=(none)&action=edit&section=12)]

Pemberton called for five [ounces](/wiki/Ounce) of coca leaf per gallon of syrup, a significant dose; in 1891, Candler claimed his formula (altered extensively from Pemberton's original) contained only a tenth of this amount. Coca-Cola once contained an estimated nine milligrams of cocaine per glass. (For comparison, a typical dose or "line" of cocaine is 50–75 mg.[[62]](#cite_note-62) The drink is also often a [metonym](/wiki/Metonymy) for the Coca-Cola Company.

Coca-Cola was introduced to China in 1927, and was very popular until 1949. When the [Cultural Revolution](/wiki/Cultural_Revolution) began in 1949, the beverage was no longer imported into China, as it was perceived to be a symbol of decadent [Western culture](/wiki/Western_culture) and the [capitalist](/wiki/Capitalism) lifestyle. Importation and sales of the beverage resumed in 1979, after diplomatic relations between the United States and China were restored.<ref name=weibo>[Template:Cite web](/wiki/Template:Cite_web)</ref>

There are some consumer boycotts of Coca-Cola in [Arab countries](/wiki/Arab_world) due to Coke's early investment in Israel during the [Arab League boycott of Israel](/wiki/Arab_League_boycott_of_Israel) (its competitor Pepsi stayed out of Israel).[[134]](#cite_note-134) [Mecca Cola](/wiki/Mecca_Cola) and Pepsi have been successful[Template:Vague](/wiki/Template:Vague) alternatives in the Middle East.[[135]](#cite_note-135) A Coca-Cola fountain dispenser (officially a Fluids Generic Bioprocessing Apparatus-2 or FGBA-2) was developed for use on the [Space Shuttle](/wiki/Space_Shuttle) as a test bed to determine if carbonated beverages can be produced from separately stored carbon dioxide, water and flavored syrups and determine if the resulting fluids can be made available for consumption without bubble nucleation and resulting foam formation. The unit flew in 1996 aboard [STS-77](/wiki/STS-77) and held 1.65 liters each of Coca-Cola and Diet Coke.[[136]](#cite_note-136)

## Social causes[[edit](/index.php?title=(none)&action=edit&section=30)]

In 2012, Coca-Cola is listed as a partner of the (RED) campaign, together with other brands such as [Nike](/wiki/Nike,_Inc), [Girl](/wiki/Girl_Distribution_Company), [American Express](/wiki/American_Express) and [Converse](/wiki/Converse_(shoe_company)). The campaign's mission is to prevent the transmission of the [HIV virus](/wiki/Human_immunodeficiency_virus) from mother to child by 2015 (the campaign's byline is "Fighting For An AIDS Free Generation").[[137]](#cite_note-137)

## See also[[edit](/index.php?title=(none)&action=edit&section=31)]

[Template:Portal](/wiki/Template:Portal)

* [Coca-Cola HBC AG](/wiki/Coca-Cola_HBC_AG)
* [Coca-Cola treatment of phytobezoars](/wiki/Coca-Cola_treatment_of_phytobezoars)
* [Coca Colla](/wiki/Coca_Colla)
* [Colalife](/wiki/Colalife)
* [Fanta](/wiki/Fanta)
* [List of Coca-Cola brands](/wiki/List_of_Coca-Cola_brands)
* [Mexican Coke](/wiki/Mexican_Coke)
* [OpenCola (drink)](/wiki/OpenCola_(drink))
* [Premix and postmix](/wiki/Premix_and_postmix)

## References[[edit](/index.php?title=(none)&action=edit&section=32)]

[Template:Reflist](/wiki/Template:Reflist)

## Further reading[[edit](/index.php?title=(none)&action=edit&section=33)]

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## External links[[edit](/index.php?title=(none)&action=edit&section=35)]

[Template:Commons category](/wiki/Template:Commons_category)

* [Template:Official website](/wiki/Template:Official_website)
* [Kinescope of a live 1954 TV commercial for Coca-Cola (Internet Archive)](https://archive.org/details/Coke_Commercial)
* [Coca-Cola Advertising History](http://jipemania.com/coke)
* [Coca-Cola: Refreshing Memories](http://www.life.com/gallery/60951/coca-cola-refreshing-memories#index/0) — slideshow by [*Life magazine*](/wiki/Life_magazine)
* [China Advisory: Avoiding the Wax Tadpole – Effective Chinese Language Trademark Strategy](http://www.troutmansanders.com/11-19-2008/) Chinese language trademark for Coca-Cola

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