

Choose the correct answer from the boxes for each blank.

The story of Coca-Cola

Probably the best-known drink in the world

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

Football and big macs _____ certainly part of life for lots of people; but Coca-Cola is now a permanent part of world culture. People know and _____ 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 _____ 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 _____ 100 years!

But the story of Coca-Cola is even _____ that. It was in 1886 that John Pemberton, a druggist in Atlanta, Georgia, _____ a new type of syrup, using coca leaves, sugar and cola nuts, plus a few other secret _____. Pemberton sold it to a medicine; and with its coca (the source of cocaine), it must have made people feel good!

Nevertheless, Pemberton's medicine _____ very successful, so he _____ his secret **formula** to another druggist, Asa Candler. Candler was interested, because he had another idea; he _____ that Pemberton's "medicine" would be better if it was mixed with soda.

Candler _____ **thus** the man who really invented the drink Coca-Cola. At first, he sold it in _____ drugstore; then he _____ selling the syrup to other drugstores, who used it with their soda fountains. Candler also advertised his new drink, and soon people were going to drugstores just to get a drink of Coca-Cola.

Before long, other people _____ interested in the product, including a couple of businessmen who _____ to _____ it in bottles. Candler sold them a licence to bottle the drink, and very quickly the men became millionaires. The famous bottle, with its very distinctive shape, was designed _____ 1916.

During the First World War, American soldiers in Europe began asking for Coca-Cola, so the Coca-Cola company began to export to Europe. It _____ so popular with soldiers, that they then _____ start bottling the drink in Europe.

Today, Coca-Cola is made in countries all over the world, including Russia and China; it is the world's _____ popular drink.

As for the famous formula, it is probably the world's most valuable secret! The exact ingredients for making Coca-Cola are only known to a handful of people. And as for the "coca" that was in the

original drink, that was eliminated in 1903. It _____ a drug, and too _____. Today's Coca-Cola _____ caffeine, but not cocaine!

Read again and answer these questions

1. Who was the first person invented Coca-Cola?
a. Georgia b. Candler c. Pemberton d. Europe
2. Where could people first buy Coca-Cola?
a. hospitals b. coffee shops c. supermarkets d. drugstores
3. Which word is similar to the word “logo”?
a. name b. type c. idea d. symbol
4. How old is the famous Coca-Cola bottle?
a. 100-week-old b. 100-month-old c. 100-year-old d. 100-day-old
5. Who was the man that really invented the famous Coca-Cola drink?
a. Businessman b. Atlanta c. Pemberton d. Candler
6. What happened during the First World War?
a. Coca-Cola became well-known and people started coming to the drugstores just to get a drink of Coca-Cola.
b. Coca-Cola was so famous that the company first exported to Europe and then began bottling it in Europe.
c. Candler became a millionaire by selling a license to bottle Coca-Cola to a businessman.
d. Pemberton sold his formula to Asa Candler because he didn't succeed in selling his new drink.
7. What does the word “formula” mean?
a. the recipe b. the direction c. the invention d. the concept
8. What were the original ingredients of Coca-Cola?
a. Sugar, caffeine and cola nuts c. Coca leaves, sugar and cola nuts
b. Soda, cola nuts and coca leaves d. Coca leaves, caffeine, sugar and cola nuts
9. Which words are similar to the word “thus”?
a. however, hence b. therefore, hence c. therefore, because d. however, because
10. Which brand is the most recognizable in the world?
a. Coca-Cola b. McDonald's c. Pizza Hut d. Dunkin' Donuts