Name_____

The Beginnings of Fountain Drinks

Soft drinks have been around for many years and have made a tremendous impact on society. Coca-Cola®, for example, was invented by Colonel John Pemberton in 1886. Some say he wanted to create a delicious new beverage. Others claim the invention happened by accident. What we do know is Pemberton created flavored syrup, and carbonated water was added to the syrup at a local pharmacy. As it had carbonated water in it, it was initially sold only at pharmacies for five cents a glass. During the first year of Coke, about nine servings per day were sold. Today, daily servings are estimated at 1.8 billion around the world.

Prior to Pemberton's death in 1888, the financial interests of the company were sold to various people. The majority went to an Atlanta businessman, Asa Candler. Four years later, Candler had acquired sole ownership. Today, the company is worth billions.

Candler expanded the distribution of the soft drink to soda fountains around the country. Meanwhile, Joseph Biedenharn installed bottling equipment in his Mississippi store in 1894 and began selling the first bottles of Coca-Cola to local farms and lumber camps. A few years later, a couple of businessmen from Tennessee proposed the large-scale bottling and distribution of Coca-Cola and were subsequently sold the worldwide rights to do so for one dollar. Over time, the drink became distributed throughout the country, and soon it was available around the world.

The popularity of soft drinks inspired many similar products. As Coca-Cola became more popular, the owners became more concerned with protecting their product from competitors. Consumers were reminded to settle for nothing less than the real Coca-Cola. This led to an advertising slogan still heard today, "It's the real thing."

Coca-Cola now has over 3,500 products, sold in over 200 countries. The company continues to thrive and seeks to inspire moments of fun and happiness while encouraging integrity and making a difference.

Text Questions

1. What is the main idea of the text?
   a. It provides an overview of the development of a particular product.
   b. It traces the story of one particular inventor.
   c. It describes the marketing strategy for a particular product.
   d. It focuses only on the invention of the product.
2. What role did the pharmacy play in the history of Coca-Cola?
   a. Its inventor worked for a pharmacy.
   b. One hundred years ago, we didn't have convenience stores or fast-food places.
   c. Carbonated water was available at pharmacies as a medicinal product.
   d. The inventor needed access to glass bottles.
3. What does the word *integrity* mean as it is used in the text?
   a. completeness
   b. perfection
   c. taste
   d. sincerity
4. What contributed to the growth and development of the product?
   a. The sale of the company by the original owner before his death.
   b. The ability to bottle and distribute it to a wider geographic area.
   c. The fact that it was first sold at pharmacies.
   d. The development of similar products by other companies.
5. How can we benefit from understanding the mission and values of popular products?

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