

And while we revise vocabulary, do you want to know a bit of your favorite sodas? Take a look at the history of Pepsi and complete the text with these words.

CAPABLE OF - SETTLED IN - PROSPECTS - ENTREPRENEUR - SET OFF - BOMBARDED -
ENDED UP - SYRUP - OBJECTED - GET AWAY - TURNED OUT - POCKET MONEY -
MAKING A DEAL - HEADED FOR - LAYOUT

History of Pepsi

The history of Pepsi began in North Carolina with Caleb Bradham, who created the beverage in 1893. Since then, the drink spread across the United States and (1)..... being one of the most recognizable brands today!



The Creation

Caleb Bradham was always interested in medicine. In 1886, he (2)..... for the University of North Carolina, but after his father went bankrupt, he returned home. In order to have some (3)....., he taught for a short period of time before enrolling in the University of Maryland. After graduating, he (4)..... New Bern and opened Bradham's Pharmacy.

Pepsi was created in 1893 by Caleb in his Drug Store in New Bern, North Carolina. The original name of this new drink was called "Brad's Drink" after Caleb Bradham himself. This (5)..... was made with mix of sugar, water, caramel, lemon oil, nutmeg, and cola nuts.

On August 28th, 1898, Brad's drink (6).....to be named as Pepsi, after pepsin enzyme. Bradham believed that his drink was a "healthy" cola that helped with digestion.

The Rise

Pepsi sales (7).....success in North Carolina. The first two franchised bottling plants were established in Charlotte and Durham in 1905. Demands continued to rise as 300 more plants were opened across 24 states. Pepsi's creator, became an (8).....of its time, being his product, one of the first to be shipped via motor transport.



Shifting Tides

In 1923, Bradham went bankrupt. He couldn't (9)..... of the high prices of sugar during World War I, which increased from 3 cents per pound to 28 cents per pound. He wasn't (10)..... keeping his company, which was then bought by the Craven Holding Corporation for \$35,000. Roy C. Mergargel reorganized the company into the National Pepsi-Cola Company.

In 1931, Pepsi-Cola was once again bankrupt and was bought by the Loft Candy Company.

In 1934, Pepsi sold the 12 ounce bottle for only 5 cents during the Depression which raked in sales compared to its competitors. Charles G Guth, the company's new owner, moved the headquarters to Long Island City in New York. His(11)..... created a new franchise system.

In 1940, the first ever jingle was created to advertise Pepsi and was the first ever jingle to be played on the radio. Nowadays people around the world are (12)..... with Pepsi publicity through the media.

Modern Times

Pepsi-Cola and Frito Lay Inc merged together in 1965 after (13)..... to create PepsiCo Inc. and then moved their headquarters to Purchase, New York in 1970. Although its competitor (14)..... this information, the company is now a worldwide phenomenon with 22 brands and counting! They produce chips and beverages of many different flavors! Brad's (15)..... in 1893, went much beyond his dreams.