The Story of Coca-Cola

The Coca-Cola company started **138** years ago as a small, insignificant one man business. Since then, it has grown into **one of the largest companies** in the world. The first chairman of the company was **Dr. John Pemberton**. The demand for this product has made this company into a **50 billion dollar business**. **Coca-Cola** was invented by **Dr. John Pemberton**, an Atlanta **pharmacist**. He invented the formula in his backyard on **May 8, 1886** by mixing lime, cinnamon, coca leaves, and the seeds of a Brazilian shrub. Coca-Cola, as he called the beverage, made its debut in Atlanta's largest pharmacy, **Jacob's Pharmacy**, as a five cent non-carbonated drink. Later on, the carbonated water was added to the syrup to make the beverage that we know today.**Coca-Cola** was originally used as a **nerve** and **brain tonic** and a **medical elixir**. Dr. John Pemberton sold a portion of the Coca-Cola company to Asa Candler. He was forced to sell because he was **in a state of poor health** and was **in debt**. He had paid $76.96 for advertising, but he only made $50.00 in profits. In time, **Candler** acquired the whole company for $**2,300** (Coca-Cola Multiple Pages). Candler achieved a lot during his time as owner of the company. **On January 31, 1893**, the famous **Coca-Cola formula** was **patented**. He also **opened** the first syrup manufacturing plant in **1884.**

Candler aggressively advertised Coca-Cola in newspapers and on billboards. Currently Coca-Cola is advertised on over five hundred TV channels around the world. In **1931**, he introduced the Coke Santa as a Christmas promotion and it caught on. The best known trademark in the world is sold in about **one hundred and forty countries** to **5.8 billion people in eighty different languages**. For more than 85 years, Coca-Cola has been a sponsor of **the**

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Olympics. Another large accomplishment that Coca-Cola has, is being the first company to make and use recycled plastic bottles.

1. The Coca-Cola company started _____ years ago.

A. 138
B. 137
C. 136

2. The first chairman of the company was _____.

A. Asa Candler
B. Dr. John Pemberton.

3. Dr. John Pemberton was forced to sell because he was

A. in a state of poor health.
B. in a state of poor health and was in debt.
C. depressed and in debt.

4. Dr. John Pemberton was a _____.

A. chemist
B. business man
C. pharmacist.

5. Dr. John Pemberton invented the formula in his backyard _____.

A. on May 8, 1886
B. on May 6, 1886
C. on May 6, 1885

6. The Coke Santa was introduced in _____.

A. 1931
B. 1913
C. 1903

7. Coca-Cola has been a sponsor of the Olympics for more than...

A. 86
B. 65
C. 85

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