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THE COCA-COLA: THE WAY TO SUCCESS

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The Coca-Cola Company is an American multinational beverage corporation and manufacturer, retailer and marketer of nonalcoholic beverage concentrates and syrups, which is headquartered in Atlanta, Georgia. The company is best known for its flagship product Coca-Cola.

Besides its namesake Coca-Cola beverage, Coca-Cola currently offers more than 500 brands in over 200 countries or territories and serves over 1.7 billion servings each day.

Cola is a carbonated beverage that was originally flavored and caffeinated by the kola nut, as well as by vanilla and other ingredients. However, most colas now use other flavoring (and caffeinating) ingredients with a similar taste. It became popular worldwide after druggist John Pemberton invented Coca-Cola in 1886.

It usually contains caramel color, caffeine and sweeteners such as sugar or high fructose corn syrup.

Ingredients

- Carbonated water
- Sugar (sucrose or high-fructose corn syrup depending on country of origin)
- Caffeine
- Phosphoric acid
- Caramel color (E150d)
- Natural flavorings

The Coca-Cola formula is The Coca-Cola Company's secret recipe for Coca-Cola syrup that bottlers combine with carbonated water to create "Coca-Cola" soft drinks. As a publicity, marketing, and intellectual property protection strategy started by Robert W. Woodruff, the company presents the formula as a closely held trade secret known only to a few employees.

When launched, Coca-Cola's two key ingredients were cocaine and caffeine. The cocaine was derived from the coca leaf and the caffeine from kola nut, leading to the name Coca-Cola.

The famous Coca-Cola logo was created by John Pemberton's bookkeeper, Frank Mason Robinson, in 1885. Robinson came up with the name and chose the logo's distinctive cursive script. The typeface used, known as Spencerian script, was developed in the mid-19th century and was the dominant form of formal handwriting in the United States during that period.

Robinson also played a significant role in early Coca-Cola advertising. His promotional suggestions to Pemberton included giving away thousands of free drink coupons and plastering the city of Atlanta with publicity banners and streetcar signs.

Karl Lagerfeld is the latest designer to have created a collection of aluminum bottles for Coca-Cola. Lagerfeld is not the first fashion designer to create a special version of the famous Coca-Cola Contour bottle. A number of other limited edition bottles by fashion designers for Coca Cola Light soda have been created in the last few years.