***The story of Coca-Cola***

**Probably the best-known drink in the world.**

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



Coca-cola advertisement in Las Vegas

    Footballs and big macs are certainly part of life for lots of people; but Coca-Cola is now a permanent part of world culture. People know and drink 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 can recognise 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 in 100 years!

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

    Nevertheless, Pemberton's medicine was not very successful, so he sold his secret **formula** to another druggist, Asa Candler. Candler was interested, because he had another idea; he thought that Pemberton's "medicine" would be much better if it was mixed with **soda**.

    Candler was thus the man who really invented the drink Coca-Cola. At first he sold it in his drugstore; then he began 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 became interested in the product, including a couple of businessmen who wanted to sell it in bottles. Candler sold them a **licence** to bottle the drink, and very quickly the men became millionnaires. The famous bottle, with its very **distinctive** shape, was designed in 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 was so popular with soldiers, that they then had to 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 most 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 was a drug, and too dangerous. Today's Coca-Cola contains caffeine, but not cocaine!

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**WORD GUIDE  
shape** : form - **logo**: logotype, name-image - **unlike** : differently to - **druggist**: pharmacist - **syrup**: concentrated sweet drink - **nuts**: hard round fruits - **ingredient**: element -  **source**: origin - **formula**: recipe, instructions for making something - **soda:**bubbling water, fizzy water -**advertise:** publicise -**licence:**permit, authorisation -**distinctive:**memorable, special **- as for:**concerning**- a handful of:**a very small number of - **eliminate:**take out –

Coca Cola was  by John Pemberton, a  living in Atlanta. The original drink was a  , and Pemberton sold it    medicine. It was really a , being made from coca  Pemberton  his  to Asa Candler,  decided to sell it   drink,   soda. At first he  it in his  
drugstores, then he  the  to  drugstores. After that, he  a  to some businessmen, and they began to  the drink. That was the  of the  of Coca Cola.