

125 years of sharing happiness



A Short History of *The Coca-Cola Company*

For 125 years, we have been refreshing the world.



Did you know?

If all the Coca-Cola ever produced were to cascade down Niagara Falls at its normal rate of 1.6 million gallons per second, it would flow for nearly 83 hours.

Did you know?

Studies have shown that Coca-Cola is among the most-admired and best-known trademarks in the world. In fact, it is documented that “Coca-Cola” is the second-most widely understood term in the world, after “okay.”

Did you know?

If all the Coca-Cola ever produced were in 8-ounce contour bottles, and these bottles were laid end to end, they would reach to the moon and back 2,051 times. That is one round trip per day for five years, seven months and 14 days.

Did you know?

Thirsty consumers around the globe now enjoy Coca-Cola Company products 1.7 billion times every single day—about 19,400 beverages every second.

Did you know?

If all the Coca-Cola ever produced were in 8-ounce contour bottles, and these bottles were distributed to each person in the world, there would be 1,104 bottles per person.

A Short History of *The Coca-Cola Company*

This is the remarkable story about the evolution of an iconic brand and the company that bears its name. Since its birth at a soda fountain in downtown Atlanta, Georgia, in 1886, Coca-Cola has been a catalyst for social interaction and inspired innovation. These unique moments in history, arranged in chronological sequence, have helped create a global brand that provides billions of moments of refreshment every day.



“Delicious and Refreshing”



1886

May 8. Coca-Cola is created by John S. Pemberton and served at Jacobs' Pharmacy. Nine drinks a day are sold during this year.

Company accountant, Frank Robinson, names the drink “Coca-Cola,” and thinking the two Cs would look well in advertising, pens the famous Spencerian script logo.

The first newspaper ad appears announcing Coca-Cola as a “Delicious and Refreshing Beverage.”

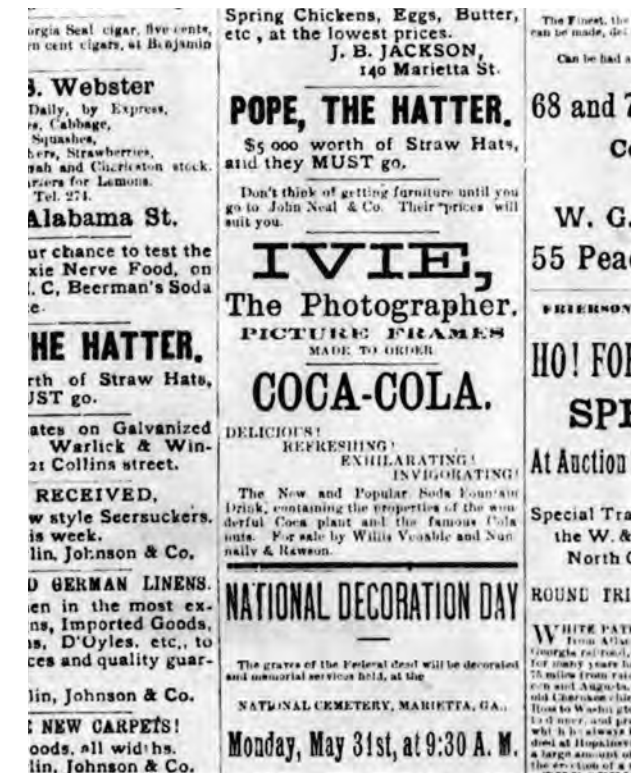
1887

Coupons are first used to promote Coca-Cola.

John Pemberton registers his “Coca-Cola Syrup and Extract” label as a copyright with the U.S. Patent Office.

1888

Asa Candler begins to acquire personal control of the Coca-Cola formula and patents from John Pemberton and his partners.



1880s

“Drink Coca-Cola”



“A Delightful Summer or Winter Beverage”



1891

Calendars are first used for advertising by Asa Candler. Note the ad for De-Lec-Ta-Lave, a mouthwash that is also sold by Candler. After 1892, he focuses his energies exclusively on Coca-Cola.

1892

Asa Candler, who began to acquire The Coca-Cola Company in 1888, finalizes the purchase and incorporates The Coca-Cola Company as a Georgia Corporation.

An advertising budget of \$11,000 is authorized.

1893

The Coca-Cola Spencerian script trademark is registered with the U.S. Patent office.

At the Company's second annual meeting, the first dividend is paid to investors.

1895

Asa Candler declares in the Annual Report that Coca-Cola is sold and drunk in every state and territory in the United States.

1896

Soda fountain urns and clocks are first used for advertising purposes.

1898

The first building is erected for the sole purpose of housing The Coca-Cola Company. It is quickly outgrown as the Company moves to larger quarters five times in the next 12 years.

1899

The rights to bottle Coca-Cola in most of the United States are sold by Asa Candler to Benjamin F. Thomas and Joseph B. Whitehead of Chattanooga, Tennessee, for \$1. Chattanooga becomes the first city to bottle Coca-Cola under the contract.

1890s



1900

Music hall performer Hilda Clark becomes the first celebrity to appear in multiple advertising formats, including trays, posters and even bookmarks.

The second bottling plant to begin production under the 1899 contract opens in Atlanta.

1901

The advertising budget surpasses \$100,000 for the first time.

1903

The first convention of Coca-Cola Fountain Sales personnel is held in Atlanta.

1904

The first advertising for Coca-Cola appears in national magazines.

Annual sales of Coca-Cola hit the 1 million-gallon mark.

Lillian Nordica, noted opera singer, begins to endorse Coca-Cola and appears in nationwide advertising in 1905.



“The Most Refreshing Drink in the World”

1906

Bottling operations begin in Canada, Cuba and Panama, becoming the first three countries outside the United States to bottle Coca-Cola.

D’Arcy Advertising Company begins its 50-year association with The Coca-Cola Company.

A straight-sided bottle is first used in national advertising.



“The Great National Drink at the Great National Game”



1907

The diamond-shaped paper label is introduced for bottles.

The first festoons are installed in soda fountains.

The Company begins its long association with athletes with a series of ads featuring noted baseball players.

1909

The Coca-Cola Bottler magazine begins publication and is produced for more than 80 years.



1900s

“Good All the Way Down”

“The Ideal Beverage for Discriminating People”

“Good to the Last Drop”

“Palate Pleasing”

“Enjoy a Glass of Liquid Laughter”



“Quality Tells the Difference”

1911
The annual advertising budget for The Coca-Cola Company surpasses \$1 million for the first time.

1912
Bottling operations are started in the Philippines, the Company's first expansion into Asia.

1913
As the Company has grown, Coca-Cola is distributed via 2,300 wholesalers by more than 415,000 retailers.

Examples of advertising spending include \$259,499 on painted wall signs, \$11,011 on pencils and even \$5,411 on napkins.

1914
Asa Candler makes a \$1 million donation to Atlanta's Emory University, beginning the Company's long heritage of support for the school.

The calendar artwork for this year is named “Betty.” During this decade, two other named calendars appear—“Elaine” and “Constance.” These are the only instances where the models are named on calendars.

1915
Answering the call of The Coca-Cola Company, the contour bottle prototype is designed by Alexander Samuelson and patented by the Root Glass Company. It is approved by the Bottlers' Association and becomes the standard bottle.

1916
Asa Candler retires from the Company to successfully run for mayor of Atlanta.

1917
Bottling operations begin on the island of Guam.

A relationship between the Red Cross and the Coca-Cola system begins as the Company and bottlers begin World War I blood drives.

1919
The first bottling plants are opened in Europe in Paris and Bordeaux.

The Coca-Cola Company is purchased by a group of investors led by Ernest Woodruff for \$25 million.

1910s

“A Welcome Addition to Any Party”

“The Thirsty One's Best Beverage”

“3 Million a Day”

“Whenever You See an Arrow, Think of Coca-Cola”



How did this
global icon get its
distinctive shape?

The Contour Bottle

The tremendous success and growth of Coca-Cola encouraged other competitors to try to imitate Coke by offering bottles with slight variations on the trademarked name and distinctive script logo. Koka-Kola, Koca-Nola, Celery-Cola and Koke were just a few of the products that tried to capitalize on our success. Working with our bottlers, The Coca-Cola Company asked bottle manufacturers to submit designs for a bottle for Coca-Cola that was so distinctive that it could be recognized by feel in the dark or identified lying broken on the ground.



Alexander Samuelson of the Root Glass Company in Terre Haute, Indiana, designed the distinctive shape, and it was patented on November 16, 1915. The bottle was modified and slimmed down to work with the current bottling equipment and went into broader production in 1916. This contour bottle was the only packaging used by The Coca-Cola Company for 40 years until the king-size package was introduced in 1955.

In 1960, the contour bottle was granted registration as a trademark by the U.S. Patent Office. Today, it is still the most recognized bottle in the world, and the shape is used for packaging from the new aluminum can to the 2-liter family size.



“Thirst Knows No Time Nor Season”



1920

Justice Oliver Wendell Holmes writes a Supreme Court decision ruling that Coca-Cola is a “single thing, from a single source and well known to the community,” recognizing the strength of the Company’s trademark.

The Coca-Cola Company moves to its current location on North Avenue in Atlanta.

1921

The first employee publication, *The Friendly Hand*, begins publication. It is superseded three years later when *The Red Barrel* begins its 40-year run.

The first use of the slogan “Thirst Knows No Season” helps transition Coca-Cola from a summer beverage to one enjoyed year-round.

1923

The introduction of the first six-bottle carton is a significant innovation for the beverage industry. The carton is patented the following year.

Robert W. Woodruff is elected President of The Coca-Cola Company, beginning more than six decades of leadership in the business.

1925

The Board of Directors passes a resolution placing the secret formula for Coca-Cola in a bank vault at the Trust Company Bank in Atlanta.

Outdoor billboards are introduced as part of the advertising mix.

1926

The Coca-Cola Foreign Department is formed to supply concentrate to overseas bottlers. Some of the countries where bottling operations begin during this decade include Belgium, Bermuda, China, Colombia, Germany, Haiti, Italy, Mexico, the Netherlands and Spain.

1927

The Company begins sponsoring its first radio program, “Vivian the Coca-Cola Girl.”

1928

The Company begins its long-term association with the Olympic Games by supplying drinks from kiosks surrounding the venues in Amsterdam.

1929

Two significant innovations debut: the bell-shaped Coca-Cola fountain glass and the first standardized open-top cooler.

1920s

“The Pause that Refreshes”



“The Best
Friend Thirst
Ever Had”



“Coca-Cola
Goes Along”

1930

The Coca-Cola Export Corporation is created to market Coca-Cola outside the United States.

The Coca-Cola radio program with Grantland Rice debuts.

1931

Seeking to create an advertising program that links Coca-Cola with Christmas, artist Haddon Sundblom creates his first illustration showing Santa Claus pausing for a Coke. For the next three decades, from 1931 to 1964, Sundblom paints images of Santa that help to create the modern interpretation of St. Nick.

1932

When You Entertain, a booklet by renowned author Ida Bailey Allen, is offered to consumers for 10 cents. This guide to home entertaining sells almost 400,000 copies in six months.

1933

The first automated fountain dispenser, the Dole Master, is introduced at the Chicago World's Fair.

1934

Movie stars Jackie Cooper, Wallace Beery, Maurice Chevalier, Jean Harlow, Maureen O'Sullivan, Johnny Weissmuller and Joan Crawford appear in advertising for Coca-Cola.

1935

Artist Norman Rockwell creates the 1935 “Out Fishin” calendar. Rockwell also developed artwork for the 1931, 1932 and 1934 calendars.

1936

The 50th anniversary of Coca-Cola is celebrated. Artist N. C. Wyeth creates the calendar for that year.

1938

Coca-Cola enters Australia, Austria, Norway and South Africa.

1939

Robert Woodruff becomes Chairman of the Board. He serves until 1942. He later serves from 1952 to 1954. He serves as President of the Company from 1923 to 1939.

1930s

“Ice Cold Sunshine”

“Whoever You Are, Whatever You Do, Wherever You May Be, When You Think of Refreshment, Think of Coca-Cola”



How did **Santa**
become so jolly
and lovable?

Coca-Cola and Santa Claus

Most people agree on what Santa Claus looks like—a pleasantly plump character with a jolly expression and a white beard, wearing a red suit. But he did not always look that way. The image of Santa Claus ranged from big to small, and he wore colors from red to green and even brown. The variation is because Santa represented a number of stories from different countries.



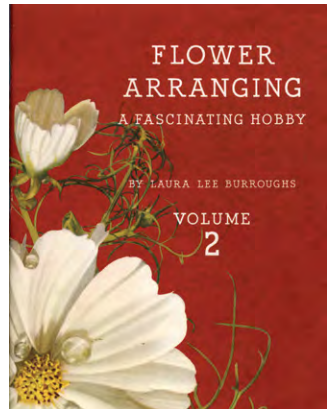
Left to right:

**Christmas advertisement,
1921**

**Sundblom illustration,
1951**

The Coca-Cola Company began its Christmas advertising in the 1920s in an effort to increase sales during the slower winter months. Several different images of Santa were used, but none proved to be popular with consumers until 1931. That year, Archie Lee, an advertising executive for Coca-Cola, commissioned illustrator Haddon Sundblom to paint a Santa that was both wholesome and realistic. Sundblom looked to the Clement Moore poem "A Visit From St. Nicholas" and his own Scandinavian heritage to create the big, red, jolly vision of Santa that the Company used for more than 30 years.

The Company commissioned Sundblom to paint Santa for the last time in 1964, but by then, the popular image of Santa was the Coca-Cola Santa Claus.



“The Only Thing Like Coca-Cola Is Coca-Cola Itself”

1940

Booklets on flower arranging by Laura Lee Burroughs are distributed to consumers. More than 5 million booklets reach American homes.

1941

Traveling laboratories traverse the United States to ensure that quality standards are maintained in the bottling plants.

The first paper cups for Coca-Cola are introduced.

1942

The first in a series of posters depicting American fighter planes is issued for use in schools, restaurants and retail stores. Additional series are issued in 1943, 1944 and 1945.

The Sprite Boy character is introduced in advertising to convey the message that “Coca-Cola” and “Coke” are two terms that reference the same product.

During World War II, the Company operates a propellant ammunition

loading plant in Talladega, Alabama, called the Brecon Loading Company. An average of 30 railroad cars of ammunition is produced daily for the U.S. military.

1943

The U.S. government requests that Coca-Cola be made available to the troops. Robert Woodruff pledges to provide Coke to the military for a nickel regardless of what it costs the Company to produce the product. During the war, 64 portable bottling

“Where There’s Coke, There’s Hospitality”

plants are sent to Asia, Europe and North Africa. More than 5 billion bottles of Coca-Cola are distributed.

1945

“Coke” becomes a registered trademark of The Coca-Cola Company.

1946

The “Yes” poster with artwork by Haddon Sundblom is released. The poster wins multiple design awards.



The first price increase from the 5 cent Coca-Cola occurs in California. The price gradually rises in other markets, ending the decades-old “nickel Coke.”

1947

The famous industrial designer Raymond Loewy develops a new fountain dispenser—the Dole Deluxe.

The red disc metal sign is introduced in diameters ranging from 12 to 48 inches. A later version of the sign includes the famous contour bottle.

1948

Coca-Cola is introduced in Egypt.

A neon spectacular sign is installed in downtown Atlanta at a cost of \$50,000. It remains in place until 1981.

1940s

“Along the Highway to Anywhere”



“What You Want Is a Coke”



50 million times a day at home, at work or on the way

There's nothing like a

Coke

1. Bright, bracing taste . . . ever-fresh and sparkling.

2. A welcome bit of quick energy . . . brings you back refreshed.

Drink Coca-Cola

“COKE” IS A REGISTERED TRADE-MARK. ©COPYRIGHT 1951, THE COCA-COLA COMPANY



we hand it on with pride...

D'ARCY ADVERTISING COMPANY

“The Cold Crisp Taste of Coke”

SIGN OF GOOD TASTE... EVERYWHERE

AT THE BRUSSELS WORLD'S FAIR, TOO... HAVE A COKE!

Why have people in more than 100 countries made Coca-Cola the best-loved sparkling drink on earth? Why do people all over the world enjoy Coke over 58 million times each day? The answer's just that people like the special goodness of Coke... Its unique taste, its good-matured lift, its rightness on any occasion. Have a Coke... so good in taste, in each good taste.

1950

Coca-Cola becomes the first product to appear on the cover of *Time* magazine. The magazine wants to have a photo of Robert Woodruff on the cover, but he refuses stating that the product is the only important element in the Company.

The first television commercial for Coca-Cola is broadcast on Thanksgiving Day on a CBS half-hour special featuring Edgar Bergen and Charlie McCarthy.

1951

The Coca-Cola Company sponsors a weekly radio program featuring the opera tenor Mario Lanza.

1953

“Coke Time,” starring popular singer Eddie Fisher, debuts on both radio and television. Fisher’s program is so popular that the Company issues promotional records with his songs. The program airs until 1957.

1955

The Coca-Cola Company begins featuring African-Americans in marketing with the Harlem Globetrotters in 1951 and Olympic Games athletes Jesse Owens and Alice Coachman in 1953. Clark University student Mary Alexander becomes one of the first African-American women to appear in print advertising when she is featured in 1955.

The first king-size bottles make their appearance in the United States. In addition to the standard 6.5-ounce bottles, consumers can now purchase Coke in 10-, 12-, 16- and 26-ounce bottles.

1957

A special cup vending machine is installed aboard the atomic-powered submarine *Nautilus*. The vending equipment has to be specially designed to fit through the vessel’s hatch.

Sales outside the United States account for about 33 percent of revenue.

1956

McCann-Erickson, Inc., replaces the D’Arcy Advertising Company as the official advertising agency for the Company. D’Arcy held the account for 50 years, dating back to 1906.

1958

The Coca-Cola Company sponsors a pavilion at the Brussels World’s Fair. The pavilion houses an operating bottling plant and includes an exhibit that documents the Coca-Cola business around the globe.

1959

Coca-Cola is now distributed by a network of 1,700 bottlers, operating in more than 100 countries.

1950s

“Coca-Cola Makes Good Things Taste Better”

“Sign of Good Taste”

“Be Really Refreshed”



1960

Steel 12-ounce cans are introduced to help make Coca-Cola more portable.

The Coca-Cola Company acquires The Minute Maid Corporation, adding a line of juice products to its portfolio.

Coca-Cola sponsors a nationwide competition for high school singers and musicians called Talentsville USA. The winner is a lyric soprano from Carrier Mills, Illinois, who goes on to have a successful career in opera.

1961

The first feature-length motion picture to feature Coca-Cola premieres. Billy Wilder's comedy "One, Two, Three" stars Jimmy Cagney as the manager of a Coca-Cola bottling plant in West Berlin during the Cold War.

The Company celebrates its 75th anniversary. A national bottler convention in Miami attracts more than 4,000 attendees, mostly U.S. bottlers.

Sprite, a lemon-lime beverage, is introduced on February 1.

1963

Tab, the first diet drink produced by the Company, is launched. Its name is selected from a computer-generated search that yields more than 300,000 options.

The "Things Go Better with Coke" advertising campaign begins. On the radio, pop singers like The Supremes, Ray Charles, Aretha Franklin, Jan and Dean, Roy Orbison and The Coasters use their unique musical styles to swing the jingle. On television, celebrities like football star Joe Namath, designer

"It's the Real Thing"

Anne Klein, golfer Arnold Palmer and jazz vocalist Barbara McNair endorse Coca-Cola.

1964

At the New York World's Fair, The Coca-Cola Company pavilion houses an exhibit called Global Holiday that takes visitors to six exotic locales. The pavilion also houses the world's largest carillon—a 610-bell instrument.

1965

The Coca-Cola Company and its bottlers sponsor the first animated television special for the cartoon strip *Peanuts*, "A Charlie Brown Christmas."

1966

Fresca, a citrus-flavored sugar-free soft drink, makes its debut.

1968

Bottling begins in Hungary, the Somali Republic and Yugoslavia.

A one-way, or nonreturnable, contour bottle is introduced.

1969

A new graphic look for the Coca-Cola system is introduced, featuring a red-and-white color scheme and logo.

The launch of the new slogan "It's the Real Thing" ushered in a new advertising look for brand Coke.

1960s

"Things Go Better with Coke"

“Have a Coke and a Smile”



“Coke Adds Life”

1970

The Dynamic Ribbon Device, the red-and-white graphic representing two adjacent contour bottles, is launched nationwide.

Coca-Cola introduces its first sports drink when Olympade is test marketed in the United States. The packaging features a logo for the U.S. Olympic Committee.

1971

First introduced as a radio ad and later produced as a television commercial, “I’d Like to Buy the World a Coke” becomes an international hit and remains one of the most popular ads for Coca-Cola.

1972

The first bottling operations open in Poland.

Mr. PiBB is introduced.

1975

Georgia Coffee is introduced in Japan.

The Coca-Cola Collectors Club is established with 27 members. Club membership now is nearly 4,000.

1976

The Coca-Cola Company and the Fédération Internationale de Football Association (FIFA) agree to the first-ever sponsorship between a company and an international sports governing body.

1977

The Christmas “Candles” commercial debuts.

1978

Coca-Cola signs an agreement to reenter the China market after a nearly 30-year absence.

Hi-C soft drinks are introduced.

The 2-liter polyethylene terephthalate (PET) bottle is introduced, beginning the Company’s use of PET packaging.

1979

Mello Yello is introduced.

The North Avenue Tower headquarters building is first occupied.

The “Mean’ Joe Greene” television commercial debuts. The ad is consistently voted one of the best commercials of all time.

Coca-Cola begins worldwide sponsorship of Special Olympics.



1970s

“Look Up America”



Can a **TV spot**
touch the heart
of a generation?

Television Ads

The Coca-Cola Company began advertising on television on Thanksgiving Day, 1950, on the Edgar Bergen and Charlie McCarthy holiday special. Over the years, three ads became most associated with Coca-Cola and are generally considered among the best television ads ever made.



I'd Like to Buy the World a Coke, 1971



"Mean" Joe Greene, 1979



Northern Lights, 1993

"I'd Like to Buy the World a Coke," or "Hilltop" as the ad is often called, was created in 1971. The song for the ad was recorded by The New Seekers, a popular Australian folk music group. Released as a radio ad in February of that year, the song was then filmed as a television spot on a hilltop outside of Rome, Italy, featuring an international group of young people. The ad was an instant classic with thousands of people writing the Company requesting the music. A popular recording of the song with the Coca-Cola references removed was performed by The New Seekers and topped the charts in many countries around the world.

The iconic meeting between battered Pittsburgh Steeler defensive lineman "Mean" Joe Greene and a young boy who offered his hero his Coke and received Greene's jersey as a reward was created in 1979 and first aired in October. However, when it aired during the 1980 Super Bowl (which Greene's Steelers won), the ad became one of the classic Super Bowl ads of all time. The heartwarming ad changed Joe's mean reputation forever.

The Coca-Cola polar bears became icons for the Company as soon as the popular "Northern Lights" commercial aired in 1993. The bears were animated by noted production company Rhythm and Hues using the most current technology to bring the always-thirsty bears to life. Numerous polar bear commercials have been produced since 1993; their activities have included skiing and skating, while the family has grown to include playful cubs.



“You Can’t Beat the Feeling”



1980

A Coca-Cola contour bottle becomes the central focus of the movie “The Gods Must Be Crazy.”

1981

Roberto Goizeta becomes Chairman and CEO of The Coca-Cola Company.

The first bottling plant opens in China. By 2010, the Company had opened more than 40 bottling plants in the country.

1982

Diet Coke is introduced in a celebrity-filled ceremony in New York, becoming the first extension of the trademarks Coca-Cola and Coke.

The Coca-Cola Company purchases Columbia Pictures Industries, Inc. While the Company owns the movie studio, “Gandhi” wins an Academy Award for best picture.

1983

The Coca-Cola Company continues a long association with The Walt Disney Company as the anchor sponsor of

Tokyo Disneyland. The two companies sign a worldwide marketing agreement in 1985.

1985

Bottling operations begin in Russia.

The formula for Coca-Cola is changed for the first time in 99 years. The product, popularly dubbed “New Coke,” generated consumer protest nationwide. Product made with the original formula, renamed “Coca-Cola Classic,” is returned to the market 79 days later.

Coca-Cola becomes the first soft drink consumed in space when the astronauts aboard the space shuttle *Challenger* tested the space can on a mission.

1986

May 8. Coca-Cola marks its hundredth anniversary with a worldwide celebration in Atlanta.

The Coca-Cola Scholars Foundation is created as a joint program between the Company and The Coca-Cola Bottlers’ Association.

Company-owned bottlers and several independent bottler groups combine to form Coca-Cola Enterprises (CCE) as an independent bottler and publicly traded company.

1989

The first neon spectacular sign in the Soviet Union debuts in Moscow’s Pushkin Square.

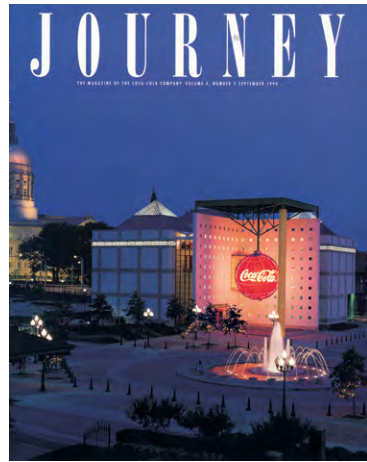
The Company sells Columbia Pictures.



1980s

“Coke Is It”

“Catch the Wave”



1990

As the Berlin Wall comes down, Coca-Cola is sold in East Germany for the first time.

The World of Coca-Cola museum opens at Underground Atlanta, greeting an average of 1 million guests a year until 2007.

1992

Powerade is introduced and is designated as the official sports drink of the Olympic Games.

1993

The Company reenters India after leaving the country in 1977 rather than reveal the secret formula of Coca-Cola.

The popular Coca-Cola polar bears are introduced in the commercial "Northern Lights."

The 20-ounce contour PET bottle is introduced.

1994

The first bottling operations open in Vietnam.

1995

The Coca-Cola Company acquires the Barq's root beer brand.

"Always Coca-Cola"

1996

The Centennial Olympic Games are held in Atlanta. The Coca-Cola Company creates Coca-Cola Olympic City as a way to entertain fans.

A contour bottle folk-art exhibition is created with more than 50 bottles from around the world displayed in Atlanta during the Olympic Games.

1998

The Coca-Cola Company announces a 100-year partnership with the National Basketball Association.

1999

The Coca-Cola Company acquires Peruvian soft drink Inca Kola and Schweppes beverages in many markets around the world.

1990s



2000

The Coca-Cola Company sponsors the Olympic Games in Sydney, Australia.

2001

The Coca-Cola Company and Nestlé create a new company, Beverage Partners Worldwide, to market ready-to-serve coffee and tea beverages.

Simply Orange, a not-from-concentrate orange juice, is introduced.

The Coca-Cola Company joins the fight against AIDS in Africa with the joint United Nations Program on HIV/AIDS, UNAIDS.

Coca-Cola France sponsors the Tour de France for the 15th consecutive year.

The Coca-Cola Foundation and Coca-Cola bottlers contribute \$12 million in disaster relief following the September 11 terrorist attacks in the United States.

The Fridge Pack, a 12-pack carton designed to fit conveniently in the refrigerator, is introduced in the United States.

The Coca-Cola Company acquires Odwalla Inc., a producer of premium refrigerated fruit beverages.

The Coca-Cola Company and NASCAR sign a multiyear sponsorship extension.

2002

Vanilla Coke is introduced in the United States.

“Open Happiness”

The Coca-Cola Company sponsors the FIFA World Cup™ competition in Japan and Korea.

“American Idol,” a singing competition sponsored by Coca-Cola, debuts. It becomes one of the most popular shows in the history of television.

2004

Diet Coke with Lime is introduced.

Continuing a presence that dates back to 1920, a 3D, high-tech, six-story sign lights up Times Square in New York City.

2005

An aluminum contour bottle is introduced for use in nightclubs and at special events.

Coca-Cola Zero, a zero-calorie cola, makes its debut.

2006

The Bottling Investments Group is established. This organization manages the operations of Company-owned bottling plants around the world.

2007

The new World of Coca-Cola opens at Pemberton Place in Atlanta.

The Coca-Cola Company acquires Energy Brands Inc. (glacéau), maker of vitaminwater and smartwater.

The 20-ounce PET contour GRIP bottle joins the packaging ranks.

2000s



Cola

Drink
Coca-Cola
Since 1886

**Can a company
be considered the
world's biggest
sports fan?**

Worldwide Sponsorships

Coca-Cola is one of the only brands with the worldwide presence and ability to sponsor the two biggest sporting events in the world, and we have been doing it for more than 80 years.



**Los Angeles 1932
Olympic Games**



**1983 FIFA World
Youth Championship
in Mexico**



**Vancouver 2010
Olympic Winter Games**

Chairman Robert Woodruff wanted to find a way to introduce Coca-Cola to the world, so he had kiosks selling Coca-Cola set up outside the venues at the Amsterdam 1928 Olympic Games. This began a more than 80-year sponsorship of the Olympic Games. The Company has celebrated the Olympic Games in advertising since the Los Angeles 1932 Olympic Games. The activations at the Olympic Games have grown over the years as the small kiosks have been replaced with pin trading centers and other fan activations. The Coca-Cola Company has also been a longstanding sponsor of the Olympic Torch Relay leading up to the Olympic Games.

While The Coca-Cola Company had been advertising in the stadiums at FIFA World Cup™ matches since the 1950s, in 1976 The Coca-Cola Company and the Fédération Internationale de Football Association (FIFA) made history as they forged the first-ever sponsorship between an international sports governing authority and a company. This sponsorship was far-reaching and included not only the FIFA World Cup™ but also youth training and the Coca-Cola Cup. The Coca-Cola Company sponsors not only the FIFA World Cup™ but all FIFA tournaments, such as the FIFA Women's World Cup™ and FIFA U-17 World Cup™.



2008

Sponsorship of the Beijing 2008 Olympic Games connects with more than 500 million consumers in China.

A Coca-Cola Facebook page is established by two fans. The site has over 22 million fans worldwide as of January 2011 and continues to grow.

Sprite becomes the third Company product to sell more than 2 billion cases annually, joining Coca-Cola and Diet Coke/Coca-Cola light.

The Coca-Cola Conversations blog launches.

2009

Coca-Cola Freestyle, an innovative fountain dispenser that allows consumers to select from more than 100 beverages, is unveiled.

Two-liter contour packaging is introduced.

PlantBottle PET packaging is introduced. Made partially from plant-based materials, PlantBottle plastic bottles are completely recyclable.

Simply becomes a billion-dollar brand.

2010

In the aftermath of a devastating earthquake, The Coca-Cola Company launches the Haiti Hope Project, a public-private initiative that aims to develop a sustainable mango industry in Haiti.

The Coca-Cola Company acquires the entire North American bottling operations of Coca-Cola Enterprises.

2011

The Coca-Cola Company celebrates 125 years of brand Coca-Cola.





**125 years and we are just
getting started.**

since  1886

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