



Coke

Coca Cola, or “Coke,” is the world’s favorite soft drink. Dr. John Pemberton, a pharmacist from Atlanta, Georgia, invented the sweet, carbonated beverage in a kettle in his backyard in early May 1886. His formula included tiny amounts

of cocaine, as well as caffeine-rich kola nuts. Pemberton’s bookkeeper, Frank Robinson, took the words “cocaine” and “kola” and came up with the name “Coca Cola.” The logo on Coke products was hand-written by Robinson.

In those days, people met at the soda fountain counter in their local drug store or in their local ice cream parlor to have soft drinks. On May 8, 1886, the soda fountain in Jacob’s Pharmacy in Atlanta was the first place to offer Coca Cola to the public. The drink was not a great success at first, mostly because few people knew about it.

This began to change in 1887, when Asa Candler bought the rights to Pemberton’s formula for \$2,300. He advertised Coca Cola throughout the United States and by the late 1890s Coke had become very popular with American public. When soft drinks began to be bottled, Candler sold coke syrup, the basis of the drink, to bottling companies. These companies paid the Coca Cola Company for the syrup and the right to bottle its product, and soon Coke was even more successful.

Coke became one of the most widely advertised products in the United States and other countries and today the Coca Cola Company is the biggest soft-drink company in the world. In about 1905, American health regulations were changed and cocaine could no longer be used in Coke, but it did not hurt its popularity. It is estimated that more than one billion Coke products are now consumed each day.

Today, Coca Cola is more than just a soft drink. Its advertising slogans, such as “the pause that refreshes,” and its multicultural advertising campaigns are now part of popular culture and Coke is known around the world.

COMPREHENSION QUESTIONS - COKE

A. True or False. Read the statements below. If the statement is true, write T beside the sentence. If it is false, write F. If it is false, correct the information.

1. Frank Robinson invented Coca Cola. _____
2. Coke contains caffeine. _____
3. Coca Cola was first sold in a drugstore. _____
4. Dr. John Pemberton sold the rights to the Coke formula. _____
5. Nation-wide advertising made Coca Cola a success. _____

B. Answering the following questions

1. What is Coke and who invented it? _____

2. How did Coca Cola get its name? _____

3. Where did people in the United States meet to have soft drinks in the late 1880s? _____

4. Why was Coke not a great success in the beginning? _____

5. How did the Coca Cola Company become successful? (Give two reasons.) _____

6. In what way was Coke changed in the early 1900s and why did this happen? _____

7. How has Coke become part of popular culture around the world? _____

C. Match the words on the left with the correct meaning on the right.

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|----------------------|--|
| _____ 1. pharmacist | a) rules |
| _____ 2. invent | b) ingredients and directions to make something |
| _____ 3. beverage | c) people in general |
| _____ 4. formula | d) chemist |
| _____ 5. local | e) in the area |
| _____ 6. public | f) eat, drink, use |
| _____ 7. consume | g) come up with; create something new |
| _____ 8. regulations | h) a drink such as tea, coffee, a soft drink, etc. |

ANSWER KEY

COMPREHENSION QUESTIONS

A. True or False

1. F 2. T 3. T 4. T 5. T

Written Answers

1. Coke is a sweet, carbonated beverage invented by Dr. John Pemberton, a pharmacist from Atlanta, Georgia.
2. Coca Cola got its name from combining a shortened form of the words “cocaine” and “kola”.
3. People in the United States met at the soda fountain counter in their local drugstore or ice cream parlor.
4. Coke was not a great success in the beginning, mostly because few people knew about it.
5. The Coca Cola company became successful because of nation-wide advertising. Eventually, when soft drinks began to be bottled, the company sold coke syrup, the basis of the drink, to bottling companies who paid the company for the syrup and the right to bottle its product.
6. About 1905, American health regulations were changed and cocaine could no longer be used in Coke.
7. Coke has become part of pop culture as a result of catchy advertising slogans and multicultural ad campaigns.

A. Match the words

1. d 2. g 3. j 4. b 5. e
6. i 7. h 8. a 9. f 10. c