

BUILT FOR SUCCESS 世界名牌之路

THE STORY OF **可口可乐**
Coca-Cola

VALERIE BODDEN

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出版前言

“世界名牌之路 (Built for Success) ”丛书是我社从美国 The Creative Company 引进出版的一套介绍美国一些世界级知名企业成功历程的图书，其中包括亚马逊、苹果、可口可乐、迪士尼、脸书、谷歌、耐克、星巴克等众多我们耳熟能详的公司。书中讲述了这些公司如何创建，创建初期所经历的一些困难甚至纠纷以及创业者如何应对，如何面对竞争、开拓市场和不断变革创新，并最终如何取得成功的。阅读这些图书，不仅是一次愉快的英语阅读之旅，更是一场创业创新的精神激励。在鼓励大众创业万众创新的今天，我们的时代和社会呼唤和需要创业创新人才。这正是我们引进出版这套丛书的目的，希望能对诸位读者有所裨益、有所激励。

书中还讲述了许多有趣的小故事：比如，亚马逊、谷歌、沃尔玛、皮克斯等公司的名称是如何得来的？苹果、麦当劳、耐克、星巴克等公司的标志是如何设计的？可口可乐的秘方是受到何等严密保护的？联邦快递公司标志中那个不易察觉的代表快速和精准的箭头符号又是怎样产生的，等等。这些小故事，不仅让我们增长了知识，读来也饶有趣味，令人难以释卷。

为保证读者英文阅读的流畅，同时又提供必要的支持，本系列丛书我们采用英汉对照的出版形式，英文原文在前，辅以脚注对个别疑难词汇和文化背景知识加以简短注解，中文译文置于书后供读者参考。此外，我们还为丛书的英文部分配备了MP3录音，以满足读者移动学习的需求。

衷心希望读者朋友们会喜欢这套丛书。

上海外语教育出版社

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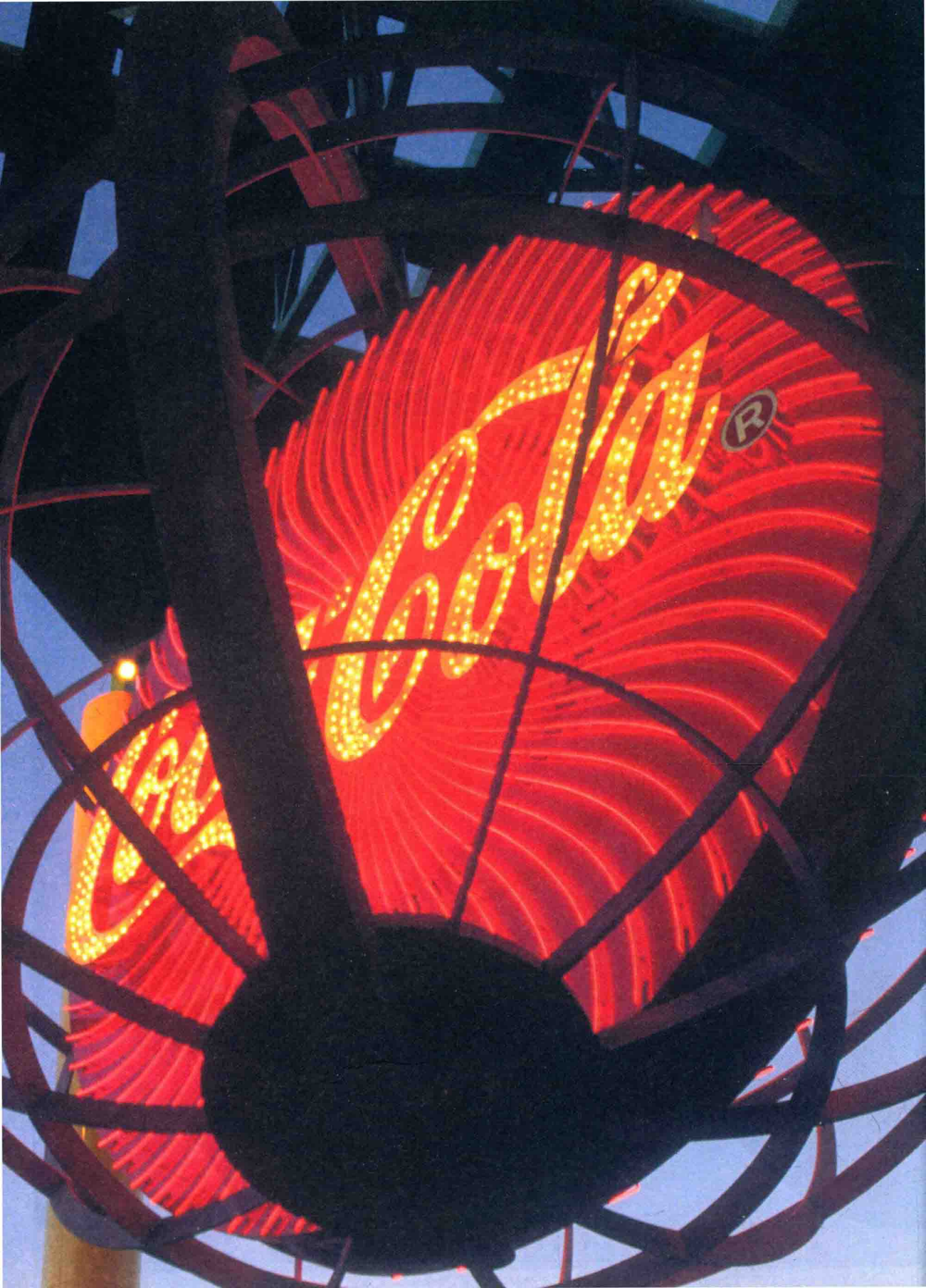


BUILT FOR SUCCESS

THE STORY OF

Coca-Cola

VALERIE BODDEN



Every second of every day, people everywhere—13,000 of them—pop open a Coca-Cola product. That adds up to more than one billion Coca-Cola products being consumed every day! With people in more than 200 countries downing Coca-Cola, it's no wonder the soft drink has become the world's most valuable **brand**¹—and the most recognized product on the planet. Relying on clever advertising, **catchy**² **slogans**³, and a connection with people around the world, the Coca-Cola Company today earns \$45 billion a year selling about 3,500 different products, including soft drinks, juices, teas, sports drinks, and bottled water. Yet, the world's largest non-alcoholic beverage producer is still known best for its namesake and the product that got it all started more than a century ago: Coca-Cola.

1 brand: 品牌
3 slogan: 广告语

2 catchy: (曲调、名字或广告) 悦耳的,
有吸引力的, 琅琅上口的

Discovering Coca-Cola

When John Pemberton, a **pharmacist**¹ from Atlanta, Georgia, began to mix together the ingredients that would later become Coca-Cola, his intention was not to create a soft drink at all but a **tonic**² for headaches. Working in the back of his shop in 1886, Pemberton mixed fruit syrup, **extracts**³ of the cola nut and the coca leaf, and other ingredients in a three-legged brass pot, stirring and heating them until they formed a sticky brown syrup.

After sampling his tonic, Pemberton decided to take it to Jacobs' Pharmacy, the largest drugstore in Atlanta, where the manager agreed to mix it with water and sell it at his soda fountain for five cents a glass.

Before the new drink could be **promoted**⁴, however, it needed a name, and Pemberton's business partner, Frank Robinson, suggested "Coca-Cola," because he thought the two Cs would look good in advertisements. He carefully penned the beverage's name in flowing script—the same that is used today—and the partners placed their first ad for the beverage in *The Atlanta Journal*, **proclaiming**⁵ that Coca-Cola was "Delicious! Refreshing! Exhilarating! Invigorating!"

1 **pharmacist**: 药剂师

2 **tonic**: (能提神、解乏的) 补药, 滋补品

3 **extract**: 提取物

4 **promote**: 促销

5 **proclaim**: 宣告, 强调



Many early Coca-Cola advertisements aimed to create an image that was both classy and casual

As Jacobs' Pharmacy continued to sell Coca-Cola, someone added **carbonated water**¹ to the drink in place of plain water (whether intentionally or not, no one knows), and customers who tried the new bubbly drink liked it even better. Soon, Coca-Cola was being sold as a carbonated beverage in soda fountains around Atlanta. In addition to continued advertising in the form of hand-painted Coca-Cola signs at drugstores, Pemberton and Robinson began to issue coupons for free samples of the drink as a way to get customers to try the beverage. Although many liked the new cola beverage, sales during the first year were slow, bringing the partners only \$50, which didn't even cover the \$75 in expenses they had racked up.

Soon, Pemberton's health began to **deteriorate**², and he decided to sell shares of his business to his partners. In 1888, shortly before he died, Pemberton sold his last remaining share to an Atlanta doctor and pharmacist named Asa G. Candler. By 1891, Candler had bought out the other people who owned shares of the business, spending a total of \$2,300, and he formed the Coca-Cola Company the next year.

Because soda fountain operators often complained that the original formula for Coca-Cola spoiled, Candler quickly set out to change the syrup. In addition to improving the product, Candler also put a heavy emphasis on promoting it. Besides continuing Pemberton's tradition of distributing free drink coupons, he created banners, calendars, serving trays, **posters**³, clocks, paper fans, and other items, all bearing the Coca-Cola name.

As a result of Candler's marketing focus, sales of Coca-Cola rose quickly, reaching nearly 50,000 gallons (189,270 l) a year by 1893, up from Pemberton's 25 gallons (95 l) in 1886. With such a huge increase in sales, the Coca-Cola Company began to expand, opening syrup manufacturing plants in Dallas, Texas, in 1894 and in Chicago, Illinois, and Los Angeles, California, in 1895. By then, Coca-Cola was being sold in every state and territory of the United States.

Despite Coca-Cola's widespread popularity, people could buy the product

1 **carbonated water**: 碳酸水

2 **deteriorate**: 恶化; 变坏

3 **poster**: 海报, 公告, 招贴画



Soda fountains, popular gathering places in the early 1900s, drove much of Coca-Cola's early success

only at soda fountains; there was no way for them to bring it home. Then, in 1894, a Mississippi soda fountain operator named Joseph Biedenharn set up a bottling machine in his store, becoming the first person to bottle the drink. When Biedenharn sent a case of the bottled soft drink to Candler, Candler pronounced it “fine” but took no further action.

Then, in 1899, Candler was again approached with the idea of bottling Coca-Cola when two lawyers from Tennessee, Benjamin Thomas and Joseph Whitehead, asked him for exclusive rights to bottle and sell the beverage. Candler granted their request, and the two men soon joined with John Lupton, another Tennessee lawyer, and began to set up their bottling operation. Because there was no way for the three men to bottle enough Coca-Cola to supply the whole country themselves, they sold bottling rights to independent bottlers. Within 10 years, nearly 400 plants were bottling Coca-Cola; that number soon increased to 1,000. Throughout the early 1900s, bottling plants were even established outside the U.S., in such places as Cuba, Panama, Canada, and Puerto Rico.

Even as it was expanding, though, the Coca-Cola Company was also dealing with some troubling issues, as people began to claim that Coca-Cola’s use of the coca leaf meant that it contained **cocaine**¹. In 1901, Candler issued a pamphlet revealing that a study had found only a trace amount of cocaine in the syrup, an amount “so small that it would be simply impossible for anyone to form the cocaine habit from drinking Coca-Cola.” Still, soon after releasing the pamphlet, Candler charged a **chemist**² with the task of removing the cocaine from the syrup, which was accomplished by 1905.

Despite the negative publicity surrounding the presence of cocaine in the drink, sales continued to climb, fueled by a huge advertising budget that made Coke (as the product was often called) the best advertised item in America. In 1904, the company sold a record one million gallons (3.8 million l); by 1910, it was selling more than four million gallons (15 million l) a year. Coca-Cola was well on its way to becoming the world’s soft drink.

1 cocaine: 可卡因

2 chemist: 化学家; 药剂师

"Coca-Cola is ... a sublimated essence of
all that America stands for, a decent thing,
honestly made."

WILLIAM ALLEN WHITE, NEWSPAPER EDITOR



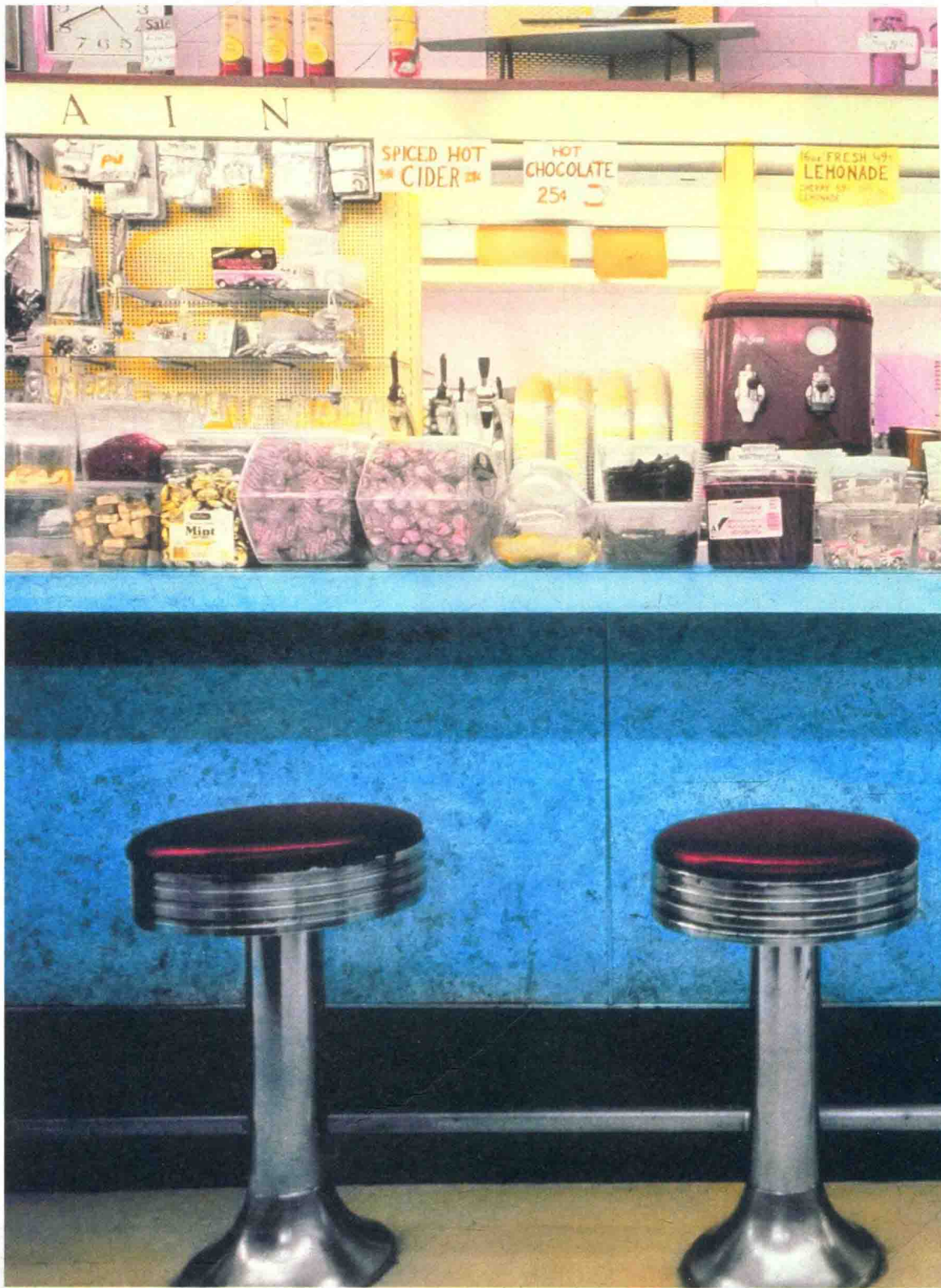
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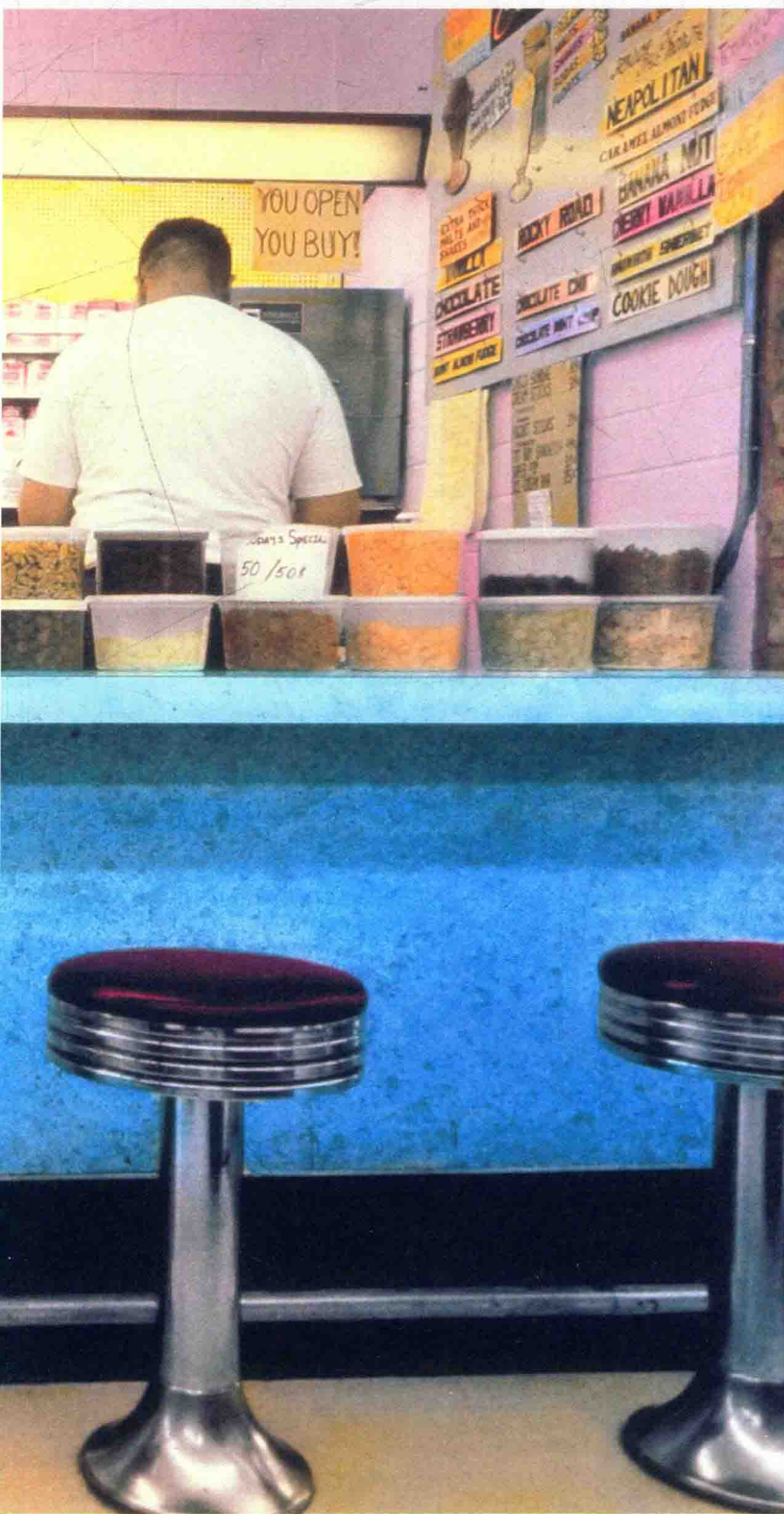
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ERYTHROXYLON COCA, Lam.

The tropical coca plant is the source of both an important Coca-Cola ingredient and the drug cocaine

COCA-COLA





THE SODA FOUNTAIN

Beginning in the early 1800s, soda fountains could be found in drug stores across America. In many small towns, soda fountains were gathering places, where people could socialize while enjoying a cool beverage or light snack such as a sandwich or ice cream sundae. Early soda fountain flavors included orange, lemon, sarsaparilla, berry, ginger ale, and root beer. As with Coca-Cola, the drinks were made of flavored syrup mixed with carbonated water. After they ordered their drink, customers could mingle at the soda fountain's bar or enjoy their own private table, sometimes surrounded by tall plants that afforded extra privacy. Many soda fountains were luxuriously decorated, with marble countertops, tile floors, and high ceilings. The actual fountains, or syrup dispensers, were also ornate structures, some reaching more than five feet (1.5 m) high. Many were adorned with elaborately carved animals, and their marble bases were surrounded by spigots to dispense the syrup.