



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

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Učební materiál

Sada: Kultura a realie anglických mluvících zemí

Téma: Origins of the Cola Wars

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Využití: Učební materiál pro výuku anglického jazyka

Anotace: The worksheet can be used when introducing or reviewing information about American culture. Students are provided information about the origins of the Cola companies, and are then quizzed on their reading comprehension.



Origins of the Cola Wars

Two of the most famous brand names in the world belong to companies which produce a similar product and have a similar history. Through the years, these companies, the Coca-Cola Company and PepsiCo, have become bitter rivals and the world has become their battlefields. Let's have a look at how these iconic companies got started.

Coca-Cola

Coca-Cola is a carbonated soft drink sold in stores, restaurants, and vending machines throughout the world. It is produced by The Coca-Cola Company of Atlanta, Georgia, and is often referred to simply as **Coke** (a registered trademark of The Coca-Cola Company in the United States since March 27, 1944). Originally intended as a patent medicine when it was invented in the late 19th century by John Pemberton, Coca-Cola was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coke to its dominance of the world soft-drink market throughout the 20th century.

Colonel John Pemberton, wounded in the Civil War, became addicted to morphine and began a quest to find a substitute to the dangerous opiate. The prototype Coca-Cola recipe was formulated at Pemberton's Eagle Drug and Chemical House, a drugstore in Columbus, Georgia, originally as a coca wine. He may have been inspired by the formidable success of Vin Mariani, a European coca wine.

In 1885, Pemberton registered an essentially nonalcoholic version of French Wine Coca. The first sales were at Jacob's Pharmacy in Atlanta, Georgia, on May 8, 1886. It was initially sold as a patent medicine for five cents a glass at soda fountains, which were popular in the United States at the time due to the belief that carbonated water was good for the health. Pemberton claimed Coca-Cola cured many diseases, including morphine addiction, dyspepsia, neurasthenia (nervousness/depression), headache, and impotence.



Pepsi

Pepsi is produced and manufactured by PepsiCo. Created and developed in 1893 and introduced as **Brad's Drink**, it was renamed as **Pepsi-Cola** on August 28, 1898, then to Pepsi in 1961.

Pepsi was first introduced as "Brad's Drink" in New Bern, North Carolina, United States, in 1893 by Caleb Bradham, who made it at his drugstore where the drink was sold. It was later labeled Pepsi Cola, named after the digestive enzyme pepsin and kola nuts used in the recipe. Bradham sought to create a fountain drink that was delicious and would aid in digestion and boost energy.

During the Great Depression, Pepsi gained popularity following the introduction in 1936 of a 12-ounce bottle. With a radio advertising campaign featuring the jingle *"Pepsi-Cola hits the spot / Twelve full ounces, that's a lot / Twice as much for a nickel, too / Pepsi-Cola is the drink for you"*, arranged in such a way that the jingle never ends. Pepsi encouraged price-watching consumers to switch, obliquely referring to the Coca-Cola standard of 6.5 ounces per bottle for the price of five cents (a nickel), instead of the 12 ounces Pepsi sold at the same price. Coming at a time of economic crisis, the campaign succeeded in boosting Pepsi's status.

Reading comprehension: Read the following statements and mark them C (Coca-Cola), P (Pepsi), or B (Both) based on your understanding and memory of the texts.

1. It was originally considered to be an energy drink. ____
2. It was created at a drugstore/pharmacy. ____
3. It originally contained alcohol. ____
4. It gained popularity by giving more drink for the same price as its competitor. ____
5. The company headquarters are in Atlanta, Georgia. ____
6. It no longer uses the word “cola” in its name. ____
7. It takes its name from an enzyme in the digestive tract. ____
8. Originally, it was named for the creator of the drink. ____
9. It was created by a war veteran. ____
10. It was created as a medicine. ____
11. It was the dominant soft-drink maker of the 20th century. ____
12. The first version was sold in Columbus, Georgia. ____
13. The Great Depression helped it to gain popularity as people were forced to be more careful with their money. ____
14. It was bought by a businessman who turned it into a massive multi-national company. ____
15. It was first produced in North Carolina. ____



Answer Key: 1.P, 2.B, 3.C, 4.P, 5.C, 6.P, 7.P, 8.P, 9.C, 10.B, 11.C, 12.C, 13.P, 14.C, 15.P

Sources:

<http://en.wikipedia.org/wiki/Coca-Cola>

<http://en.wikipedia.org/wiki/Pepsi>