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## Coca-Cola: The Sparkling Story

Coca-Cola is a name that instantly brings to mind images of refreshing beverages, iconic red cans, and timeless commercials. But there's much more to Coca-Cola than meets the eye. In this reading passage, we'll dive into the business, history, and modern market of this globally renowned company.

### The Birth of Coca-Cola

Coca-Cola's story began in 1886 when a pharmacist named John S. Pemberton in Atlanta, Georgia, created a caramel-colored syrup. He initially intended it as a tonic to relieve headaches and fatigue, but it soon found its way into soda fountains. Frank M. Robinson, a marketer, coined the name "Coca-Cola," and the drink was sold for five cents a glass.

### The Secret Recipe

Coca-Cola's unique taste comes from its secret formula, known as "Merchandise 7X." Only a select few people at the company have access to the complete recipe, which is kept in a vault in Atlanta. This secrecy has added to the mystique surrounding the brand.

### The Coca-Cola Bottle

The famous contour bottle, with its distinctive shape, was introduced in 1915. It was designed to be recognizable even in the dark or when shattered. The bottle's design is so iconic that it has become a symbol of Coca-Cola itself.

### Global Expansion

Coca-Cola's journey beyond U.S. borders began in 1906 when it was first bottled in Canada. The company's international expansion continued, and by 1920, Coca-Cola was available in over 30 countries. Today, it's sold in nearly every nation on Earth, making it one of the world's most recognized brands.

### The Coca-Cola Company

Coca-Cola's success led to the formation of The Coca-Cola Company in 1892. This company is responsible for producing and distributing the beverage worldwide. Over the years, it has expanded its product portfolio to include various beverages like Diet Coke, Coca-Cola Zero Sugar, and a wide range of non-carbonated drinks.



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## Coca-Cola's Impact on Culture

Coca-Cola has had a profound impact on popular culture. Its advertising campaigns, featuring the jolly figure of Santa Claus and slogans like "It's the Real Thing," have become part of American and global culture. The company's commercials are eagerly anticipated during major events like the Super Bowl.

## Modern Coca-Cola

Today, The Coca-Cola Company is a global beverage giant with a diverse range of products beyond its flagship Coca-Cola brand. Some of its popular brands include:

- **Sprite:** A lemon-lime flavored soda.
- **Fanta:** Known for its fruity flavors.
- **Dasani:** A brand of bottled water.
- **Minute Maid:** Famous for its fruit juices.

## Business and Sustainability

Coca-Cola is not just about refreshment; it's also committed to sustainability. The company is working to reduce its environmental footprint by using sustainable packaging, minimizing water usage, and promoting recycling.

## Market Presence

Coca-Cola's beverages are sold in more than 200 countries, and it operates in a vast global market. The company is constantly innovating to cater to changing consumer preferences, introducing new flavors and healthier options.

