

Coca-cola vs pepsi

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Coca Cola and Pepsi are the two most popular and widely recognized beverage brands in the United States. Pepsi and Coca Cola contrast each other on their taste, its associated colors and themes, and ingredients. Coca-Cola and Pepsi differentiate in more ways than one. Coca-Cola has more of a coke flavor taste. It is fizzier than that of Pepsi. It is smoother going down, and after about six hours it changes flavor and becomes more watery and bitter. When you drink it doesn't feel as hard on your teeth as Pepsi.

Pepsi on the other hand has a sweeter taste than that of Coca Cola due to the addition of artificial sweeteners and leaves a mild chemical taste after you drink it. When drinking Pepsi compared to Coca Cola, Pepsi tends to have a more "fruity" taste to it. Additionally when drinking Pepsi the bubbles maintain all the way down your throat. If left sitting out for six hours Pepsi becomes stronger in flavor. By way of color, Coca-Cola is red, a warmer color and Pepsi is blue, a cooler color. The color trademarks indicate the particular culture about the product.

Coca-Cola openly uses themes involving family, love, Christmas, and hospitality because they suggest warmth. As a matter of fact, it has found its way through holidays particularly valentine's days, national and patriotic holidays and sports. Even white bears were used to advertise the product! This is the usual theme commonly used for Coca-Cola. For Pepsi, since it started later than the Coca-Cola, they had to think of a better way to distinguish itself from then popular brand, and the best choice was blue.

As a result, from starting out with the opposite color, they had to continue with everything else about Coca-Cola. Blue became the basic theme of Pepsi. Unlike Coca-Cola, everything in the Pepsi website indicated the cooler color.

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On the Pepsi website they claim that everything is blue and new! The modern trend has been what Pepsi uses to target teenagers. Coca-Cola and Pepsi have a lot of the same ingredients. Although Coca-Cola claims they do not have sugars in their soda so the sugar must come from the other ingredients.

Coca-Cola contains carbonated water, high fructose corn syrup, caramel color, Phosphoric Acid, Caffeine, and Natural Flavoring. Pepsi contains carbonated water, high fructose corn syrup, caramel color, phosphoric acid, caffeine, citrus acid, sugar and natural flavoring. The difference in ingredients of Coca-Cola and Pepsi is the amount of sugar, citrus acid, and amount of caffeine. In conclusion to the taste of the two sodas, their colors, themes, and ingredients Coca-Cola and Pepsi are comparable in many other ways than that mentioned!