

# [History of beverages soft drink](https://assignbuster.com/history-of-beveragessoft-drink/)

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Soft drinks can trace their history back to the mineral water found in natural springs. Bathing in natural springs has long been considered a healthy thing to do; and mineral water was said to have curative powers. Scientists soon discovered that gas carbonium or carbon dioxide was behind the bubbles in natural mineral water. The first marketed soft drinks (non-carbonated) appeared in the 17th century. They were made from water and lemon juice sweetened with honey. In 1676, the Compagnie de Limonadiers of Paris were granted a monopoly for the sale of lemonade soft drinks. Vendors would carry tanks of lemonade on their backs and dispensed cups of the soft drink to thirsty Parisians.

Joseph Priestley

In 1767, the first drinkable man-made glass of carbonated water was created by EnglishmenDoctorJoseph Priestley. Three years later, Swedish chemist Torbern Bergman invented a generating apparatus that made carbonated water from chalk by the use of sulfuric acid. Bergman's apparatus allowed imitation mineral water to be produced in large amounts. John Mathews

In 1810, the first United States patent was issued for the " means of mass manufacture of imitation mineral waters" to Simons and Rundell of Charleston, South Carolina. However, carbonated beverages did not achieve great popularity in America until 1832, when John Mathews invented his apparatus for the making carbonated water. John Mathews then mass-manufactured his apparatus for sale to soda fountain owners.

HealthProperties of Mineral Water

The drinking of either natural or artificial mineral water was considered a healthy practice. The American pharmacists selling mineral waters began to add medicinal and flavorful herbs to unflavored mineral water. They used birch bark, dandelion, sarsaparilla, and fruit extracts. Some historians consider that the first flavored carbonated soft drink was that made in 1807 by Doctor Philip Syng Physick of Philadelphia. Early American pharmacies with soda fountains became a popular part ofculture. The customers soon wanted to take their " health" drinks home with them and a soft drink bottling industry grew from consumer demand.

The Soft Drink Bottling Industry

Over 1, 500 U. S. patents were filed for either a cork, cap, or lid for the carbonated drink bottle tops during the early days of the bottling industry. Carbonated drink bottles are under a lot of pressure from the gas. Inventors were trying to find the best way to prevent the carbon dioxide or bubbles from escaping. In 1892, the " Crown Cork Bottle Seal" was patented by William Painter, a Baltimore machine shop operator. It was the first very successful method of keeping the bubbles in the bottle.

Automatic Production of Glass Bottles

In 1899, the first patent was issued for a glass-blowing machine for the automatic production of glass bottles. Earlier glass bottles had all been hand-blown. Four years later, the new bottle-blowing machine was in operation. It was first operated by the inventor, Michael Owens, an employee of Libby Glass Company. Within a few years, glass bottle production increased from 1, 500 bottles a day to 57, 000 bottles a day.

Hom-Paks and Vending Machines

During the 1920s, the first " Hom-Paks" were invented. " Hom-Paks" are the familiar six-pack beverage carrying cartons made from cardboard. Automatic vending machines also began to appear in the 1920s. The soft drink had become an American mainstay. http://inventors. about. com/od/foodrelatedinventions/a/soft\_drinks. htm

Introduction to Pop

The History of Soft Drinks Timeline
By Mary Bellis
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Girl Serving From Soda Fountain Bar Serving Soft Drinks
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This timeline accompanies Introduction to Pop - The History of Soft Drinks Soft drinks by definition are carbonated drinks that are non-alcoholic. Carbonated soft drinks are also refereed to as soda, soda pop, pop, or tonic. 1798 The term " soda water" first coined.

1810 First U. S. patent issued for the manufacture of imitation mineral waters. 1819 The " soda fountain" patented by Samuel Fahnestock.
1835 The first bottled soda water in the U. S.
1850 A manual hand & foot operated filling & corking device, first used for bottling soda water. 1851 Ginger ale created in Ireland.
1861 The term " pop" first coined.
1874 The first ice-cream soda sold.
1876 Root beer mass produced for public sale.
1881 The first cola-flavored beverage introduced.
1885 Charles Aderton invented " Dr Pepper" in Waco, Texas.
1886 Dr. John S. Pemberton invented " Coca-Cola" in Atlanta, Georgia. 1892 William Painter invented the crown bottle cap.
1898 " Pepsi-Cola" is invented by Caleb Bradham.
1899 The first patent issued for a glass blowing machine, used to produce glass bottles. 1913 Gas motored trucks replaced horse drawn carriages as delivery vehicles. 1919 The American Bottlers of Carbonated Beverages formed.

1920 The U. S. Census reported that more than 5, 000 bottlers now exist. Early 1920's The first automatic vending machines dispensed sodas into cups. 1923 Six-pack soft drink cartons called " Hom-Paks" created.

1929 The Howdy Company debuted its new drink " Bib-Label Lithiated Lemon-Lime Sodas" later called " 7 Up". Invented by Charles Leiper Grigg. 1934 Applied color labels first used on soft drink bottles, the coloring was baked on the face of the bottle. 1952 The first diet soft drink sold called the " No-Cal Beverage" a gingerale sold by Kirsch. 1957 The first aluminum cans used.

1959 The first diet cola sold.
1962 The pull-ring tab first marketed by the Pittsburgh Brewing Company of Pittsburgh, PA. The pull-ring tab was invented by Alcoa. 1963 The Schlitz Brewing company introduced the " Pop Top" beer can to the nation in March, invented by Ermal Fraze of Kettering, Ohio. 1965 Soft drinks in cans dispensed from vending machines.

1965 The resealable top invented.
1966 The American Bottlers of Carbonated Beverages renamed The National Soft Drink Association. 1970 Plastic bottles are used for soft drinks.
1973 The PET (Polyethylene Terephthalate) bottle created.
1974 The stay-on tab invented. Introduced by the Falls City Brewing Company of Louisville, KY. 1979 Mello Yello soft drink is introduced by the Coca Cola company as competition against Mountain Dew. 1981 The " talking" vending machine invented.

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HISTORY OF COCA-COLA:

Invented in the City of Atlanta over a hundred years ago.
Atlanta 1886.
John Pemberton in 1886 was experimenting with a new recipe.
Took some secret ingredients and boiled them into a syrup.
Took some to Jacob’s pharmacy where he mixed it with carbonated water and place it on sale for 5 cents a glass. Thus greatest invention of all time.
Accountant of Pemberton – Frank Robinson, coined the name Coca-Cola and famours trademark News spread across Atlanta
1st year – average drinks sold 9 drink per day
1888 – sold to Asa G. Candler and Co. to produce and distribute coca-cola Mr. Candler was a marketing genius, countless creative ways to promote the product. Gave the color red in barrels to give a distinctive appearance All over America-

Soda foams.
Then in bottles – idea
Sold them the right to do that – 1dollar
1916 – introduced coca cola contour bottle; so unique it became instantly famous 1919 – Candler sold the company to a group of investors. Robert Woodriff who became the company’s president Make ice-cold coca cola available to anyone, where, place

FIRST TRULY GLOBAL BRAND
100 YEARS LATER – FORMULA IS STILL A GUARDED SECRET
MOST RECOGNIZED TRADEMARK IN THE WORLD
ENJOYED IN MORE THAN 200 COUNTRIES

HISTORY OF BOTTLING:

Coca-Cola® originated as a soda fountain beverage in 1886 selling for five cents a glass. Early growth was impressive, but it was only when a strong bottling system developed thatCoca-Cola became the world-famous brand it is today. 1894 … A modest start for a bold idea

In a candy store in Vicksburg, Mississippi, brisk sales of the new fountain beverage calledCoca-Cola impressed the store's owner, Joseph A. Biedenharn. He began bottling Coca-Colato sell, using a common glass bottle called a Hutchinson.

Biedenharn sent a case to Asa Griggs Candler, who owned the Company. Candler thanked him but took no action. One of his nephews already had urged that Coca-Cola be bottled, but Candler focused on fountain sales. 1899 … The first bottling agreement

Two young attorneys from Chattanooga, Tennessee believed they could build a business around bottling Coca-Cola. In a meeting with Candler, Benjamin F. Thomas and Joseph B. Whitehead obtained exclusive rights to bottle Coca-Cola across most of the United States (specifically excluding Vicksburg) -- for the sum of one dollar. A third Chattanooga lawyer, John T. Lupton, soon joined their venture. 1900-1909 … Rapid growth

The three pioneer bottlers divided the country into territories and sold bottling rights to local entrepreneurs. Their efforts were boosted by major
progress in bottlingtechnology, which improved efficiency and product quality. By 1909, nearly 400 Coca-Cola bottling plants were operating, most of themfamily-owned businesses. Some were open only during hot-weather months when demand was high. 1916 … Birth of the contour bottle

Bottlers worried that the straight-sided bottle for Coca-Cola was easily confused with imitators. A group representing the Company and bottlers asked glass manufacturers to offer ideas for a distinctive bottle. A design from the Root Glass Company of Terre Haute, Indiana won enthusiastic approval in 1915 and was introduced in 1916. The contour bottle became one of the few packages ever granted trademark status by the U. S. Patent Office. Today, it's one of the most recognized icons in the world - even in the dark! 1920s … Bottling overtakes fountain sales

As the 1920s dawned, more than 1, 000 Coca-Cola bottlers were operating in the U. S. Their ideas and zeal fueled steady growth. Six-bottle cartons were a huge hit after their 1923 introduction. A few years later, open-top metal coolers became the forerunners of automated vending machines. By the end of the 1920s, bottle sales of Coca-Cola exceeded fountain sales. 1920s and 30s … International expansion

Led by longtime Company leader Robert W. Woodruff, chief executive officer and chairman of the Board, the Company began a major push to establish bottling operations outside the U. S. Plants were opened in France, Guatemala, Honduras, Mexico, Belgium, Italy, Peru, Spain, Australia and South Africa. By the time World War II began, Coca-Cola was being bottled in 44 countries. 1940s … Post-war growth

During the war, 64 bottling plants were set up around the world to supply the troops. This followed an urgent request for bottling equipment and materials from General Eisenhower's base in North Africa. Many of these war-time plants were later converted to civilian use, permanently enlarging the bottling system and accelerating the growth of the Company's worldwide business. 1950s … Packaging innovations

For the first time, consumers had choices of Coca-Cola package size and type -- the traditional 6. 5-ounce contour bottle, or larger servings including 10-, 12- and 26-ounce versions. Cans were also introduced, becoming generally available in 1960. 1960s … New brands introduced

Following Fanta® in the 1950s, Sprite®, Minute Maid®, Fresca® and TaB® joined brandCoca-Cola in the 1960s. Mr. Pibb® and Mello Yello® were added in the 1970s. The 1980s brought diet Coke® and Cherry Coke®, followed by POWERADE® and DASANI® in the 1990s. Today hundreds of other brands are offered to meet consumer preferences in local markets around the world. 1970s and 80s … Consolidation to serve customers

As technology led to a global economy, the retailers who sold Coca-Cola merged and evolved into international mega-chains. Such customers required a new approach. In response, many small and medium-size bottlers consolidated to better serve giant international customers. The Company encouraged and invested in a number of bottler consolidations to assure that its largest bottling partners would have capacity to lead the system in working with global retailers. 1990s … New and growing markets

Political and economic changes opened vast markets that were closed or underdeveloped for decades. After the fall of the Berlin Wall, the Company invested heavily to build plants in Eastern Europe. And as the century closed, more than $1. 5 billion was committed to new bottling facilities in Africa. 21st Century …

The Coca-Cola bottling system grew up with roots deeply planted in local communities. This heritage serves the Company well today as people seek brands that honor local identity and the distinctiveness of local markets. As was true a century ago, strong locally based relationships between Coca-Cola bottlers, customers and communities are the foundation on which the entire business grows.