Coca-Cola was created in 1886 by Dr. John S. Pemberton who was an American pharmacist. He devised a syrup that was placed into a jug in order to be sampled at a local pharmacy in Atlanta, Georgia. Although it was originally produced for medicinal purposes, the taste of the syrup was well loved, so carbonated water was mixed in to create a “delicious and refreshing” pop. From this simple kick-off, the classic and world renowned beverage was created. As time progressed, the soda went from being only one flavor to multiple (e.g. cherry), bottles to cans, small production to mass production (e.g. single serving to party-sized bottles), and even regular to diet soda (e.g. Coke Zero) in order to produce a product that was appealing to every audience possible. This informs us that the department that controls research and development is consistently changing and refining the production process in order to sell a product that is not only yummy and appealing, but efficient and environmentally friendly. A main indication of this is how the soda can has changed over the years in order to become lighter (walls of the can are extremely thin to reduce weight) and produced with a greater amount of recycled materials in order to be more eco-friendly. Not only that, but also the fact that the transportation methods of the products from location A to location B have created a smaller footprint on the environment than before.

Marketing

The signature logo of Coca-Cola was developed due to the thought that two C’s would be visually appealing in advertising together and the particular script, which makes the Coke label unforgettable, was penned by Frank M. Robinson. When the first ad was released in The Atlanta Journal it welcomed consumers to test “the new and popular soda fountain drink.” As time went by the simple hand-painted oilcloth signs became large billboards, television ad’s, and internet advertising that totaled to $3.3 billion globally in 2013. Along with that, Coke never fails to have some sort of major event going on with their company. Whether it is being paired with the Olympics or finding new ways to “share a Coke” through names, song lyrics, and celebrities, the Coca-Cola brand markets their products in a way that everyone remembers the bright red can of deliciousness.

Manufacturing

Coca-Cola is created by using two separate parts in order to make the syrup and guard the overall secret of the satisfyingly good Coke formula. These two differing parts are precisely blended.
together in order to create the overall syrup used within the drink. This is then diluted with water, packed with sugar, and then finally carbonated using carbon dioxide. Overall, this process takes approximately 2 hours and is produced 100,000 liter batches 24/7.

**Packaging**

Although Coca-Cola was originally sold in glass bottles with metal bottle caps at an average sale of 9 drinks per day (note that glass bottles are still sold in specific locations and now contain 40% recycled materials), the product has evolved into a can that is made up of 99% aluminum, 50% of which is recycled aluminum. Not only that, but the refreshing pop is also distributed in plastic bottles that are made up of PET plastic (25% is recycled plastic) that is manufactured on site in order to lessen transportation costs. Finally, Coca-Cola has managed to reduce the weight of their

**Sales, Distribution, and Transportation**

Even though consumers are able to find Coca-Cola in packages that are room temperature, the main goal of Coca-Cola is to be able to sell drinks that are in perfect condition in order for consumption. This means that the beverage should be kept cold and chilled at all times when being distributed. To ensure the process the company provides retailers with vending machines and coolers that are recycled, refurbished, and reused by the company. In terms of deliveries, they are completed by the use of both trucks and trains in order to transport the product to its final destination. However, the use of transportation that is being used accounts for approximately 11% of the company’s carbon footprint. With this being said, Coca-Cola is constantly looking for ways to lessen their pollution and overall statistic.

**Consumer Use**

The Coca-Cola beverage is consumed by individuals all over the world with many different lifestyles, which shows the true beauty of the soda. There are many various types of Coca-Cola to suit the type of life an individual leads. This means that there is Diet Coke, Coke Zero, Cherry Coke, Vanilla Coke, and etcetera to be moldable into everyone’s daily routine. Not only that, but Coca-Cola also encourages consumers to live balanced and active lifestyles through staying fit, hydrated, and healthy. This can all be done through staying in shape and drinking Coca-Cola.

**Final Disposition**

Overall, Coca-Cola wants each consumer to not only enjoy their product, but to also recycle the can/bottle. This can be seen by the recyclable sign shown on each product. By recycling both the bottles and cans it can reduce the carbon dioxide emitted. Finally Coca-Cola makes sure that only 0.1% of their waste is sent to the landfill in which the other 99.9% of waste is sent to manufacturing sites in order to be recycled and then reused.
Citations