



Atlanta, Georgia, in 1886. The pharmacist John Pemberton goes to his back garden. There he invents a new drink. He thinks it's good for the health. He calls it Coca-Cola. He sells it for 5 cents a glass.

A clever businessman buys the recipe for seven hundred dollars. Four months later Pemberton dies.

The businessman decides to advertise the drink. There are Coca-Cola advertisements everywhere in Atlanta. It's a very hot summer. So,

the new drink becomes more and more popular. In three years, the businessman is a millionaire. In 1919 he sells the company. The price is twenty-five million dollars.

Today, it's the world's most popular soft drink. People in more than 200 countries drink 300 million "Cokes" every day. And it's still made from the recipe that Dr John Pemberton invented in his back garden.



pharmacist: chemist. He makes pills, tablets, tonics, syrup
invent: create something absolutely new
sell, sold: trade, give away for money
decide: choose
advertise: promote, make known
advertisement: commercial, declaration
popular: well-liked by many people
recipe: a cook's manual, instruction, (receipts= tickets)

Give the opposites:

sell a bottle of Coke ... *buy*.....
 He went to his **front** garden.
 an **alcoholic** drink.
 four months **before**.....

It became **less** popular.
 It was an **old** recipe.
 He was a **silly** businessman.
 He advertised it **nowhere**

Odd one out in each line:

SOFT DRINKS	Coca-Cola	Pepsi	whisky	7-up
ALCOHOLIC DRINKS	wine	beer	brandy	tea
JOBS	teacher	pharmacist	carpenter	spider
FOOD	hamburger	concrete	spaghetti	salad
SEASONS	spring	summer	holiday	winter
CONTAINMENTS	advertisement	bottle	can	glass
INSTRUCTIONS	recipe	receipt	manual	magazine
COKE'S INGREDIENTS	kola nut	sugar	caramel	salt
INVENTIONS	Coca-Cola	butterfly	umbrella	ballpoint pen

Are they Coca-Cola slogans? YES or NO?

It gives you wings.
 The ideal brain tonic. **YES**
 Completely refreshing.
 Coke means Coca-Cola. (1945)
 Coke, there is no substitute.
 Have Fun! Have a Coke!
 Connecting people - Coke
 Coke adds life to everything nice.
 Have a Coke and smile.

Finger licking good.
 Eye it - try it - buy it - your Coke.
 Time out for Coke.
 Just do it.
 Hello Coke - Coca-Cola.
 The future's bright - the future's Coke.
 Coke - I'm lovin' it!
 The real thing: Coca-Cola
 My name is Coke, Coca-Cola.