



**THE MARKET**

Coca-Cola, the world's number-one brand, is a symbol of refreshment to people around the world. The familiar shape of the Coca-Cola contour bottle and the flowing script of its distinctive trademark are a familiar part of people's lives. In fact, nearly half a million times every minute of every day, someone chooses a Coca-Cola — classic, diet or light, with vanilla, cherry or lemon, with or without caffeine. Soft drinks have been part of the Canadian lifestyle for more than 100 years.

**ACHIEVEMENTS**

From its birthplace and headquarters in Atlanta, Georgia, The Coca-Cola Company now has operations in 200 countries. Today, the company is a total beverage company with product offerings that extend well beyond carbonated soft drinks to include juice drinks, sports and energy drinks, waters, tea and more.

From the early days, Coca-Cola has been part of major events in North America and around the world. In World War II, the company assured that every member of the U.S. armed services was able to obtain a Coke for five cents, regardless of the remoteness of duty station or cost to the company. To fulfill that pledge, the company assembled bottling plants in 64 locations in Europe, Africa and the Pacific. The effort extended the company's reach beyond North America, positioning the company for postwar worldwide growth.



Significant Coca-Cola milestones over the last 25 years include the opening of the Soviet Union as a market, re-entry of Coca-Cola products into China in 1979 and the launch of the space shuttle in 1985. Coca-Cola celebrated its centennial in 1986 and has sponsored every Olympic Games since 1928.

**HISTORY**

On May 8, 1886, pharmacist John Stith Pemberton made a caramel-coloured syrup and

offered it to the largest drugstore in Atlanta. But first year sales averaged only nine soft drinks a day, and Pemberton was never able to see his product's success. He died in 1888, the same year in which Atlanta businessman Asa G. Candler began to buy outstanding shares of Coca-Cola.

Within three years, Candler and his associates



In 1905, Coca-Cola applied for and received the registration of the Coca-Cola trademark in Canada. In January 1906, Canada became the first country in which Coca-Cola could be bottled and sold outside of the United States.

The company's response to the imitators who quickly arose included the adoption of one of the most famous product containers ever developed — the unique, contour Coca-Cola bottle, created in 1915 by the Root Glass Company of Indiana and approved as standard by the company's bottlers in the following year.

In 1919, a group of investors headed by Ernest Woodruff, an Atlanta banker, purchased The Coca-Cola Company. Four years later, Robert W. Woodruff, Ernest's 33-year-old son, became president of the company and led it into a new era of domestic and global growth over the next six decades.

Since Woodruff's time, Coca-Cola has always placed high value on citizenship. Today, as part of the Coca-Cola Promise to "benefit and refresh everyone who is touched by our business," the company strives to refresh the marketplace, enrich the workplace, preserve the environment, and strengthen communities. Working through The Coca-Cola Foundation and other avenues, the company's lead philanthropic efforts are focused on education and youth achievement. The Coca-Cola Company's recent five-year, \$1 billion commitment to diversity through a comprehensive empowerment and entrepreneurship program

controlled the young company through a total investment of \$2,300. The company registered the trademark "Coca-Cola" with the U.S. Patent Office in 1893 and has renewed it ever since. ("Coke" has been a trademark name since 1945.) By 1895, the first syrup manufacturing plants outside Atlanta had been opened in Dallas, Chicago and Los Angeles. Candler reported to shareholders that Coca-Cola was being sold "in every state and territory of the United States."

As fountain sales expanded, entrepreneurs sought additional sales by offering the drink in bottles. Large-scale bottling began when Benjamin F. Thomas and Joseph B. Whitehead of Chattanooga, Tennessee secured from Asa Candler exclusive rights to bottle and sell Coca-Cola in nearly all of the country. They gave other individuals exclusive territories for community bottling operations. Those efforts laid the groundwork for what would become a worldwide network of Coca-Cola Bottling companies.





offers individuals and small businesses many opportunities as well.

On the corporate side in 2004, E. Neville Isdell formally assumed the position of chairman and chief executive officer of The Coca-Cola Company.

**THE PRODUCT**

Life is a series of special moments, and each is an opportunity for Coca-Cola to add its bit of magic. From the look and feel of the bottle to the sound of effervescence, the tickle of fizz on the nose and tongue and of course, the unique flavor, Coca-Cola is a sensory experience. But consumer emotions, memories and values are even more powerful.

New graphics are part of what keeps the Coca-Cola brand relevant to today's consumers.



The new visual identity introduced in 2003 offers a contemporary interpretation of traditional elements such as the Spencerian script, refreshing it with a lighter, more open look; a contemporary dynamic ribbon featuring multiple ribbons of white, silver and yellow; and effervescing bubbles. A broad overview of the history, growth and contemporary activities of The Coca-Cola Company is available on the Internet at [www.thecocacola.com](http://www.thecocacola.com).

People love to speculate about the secret ingredients in Coke. One secret is indeed locked away in a secured vault. But another is readily available: the consistent quality of Coca-Cola products. And that commitment to quality extends to the company's entire portfolio of brands, including Coca-Cola Classic, Diet Coke, Coca-Cola Zero, Sprite and Diet Sprite Zero, Dasani remineralized water, Full Throttle, TaB energy and a full line of Minute Maid juices and juice drinks.

**PROMOTION**

Coca-Cola's promotional efforts began with an oilcloth "Drink Coca-Cola" sign on a drugstore awning. Asa Candler then put the newly trademarked name not only on syrup urns at soda fountains, but on novelty items such as fans, calendars and clocks. Since those days, marketing and promotional efforts combined with a top quality product have made the Coca-Cola trademark among the most admired and best known in the world.

One way The Coca-Cola Company reaches its consumers is through affiliations with activities that people enjoy. For example, the company has extensive worldwide sports affiliations that reinforce identification with the brand. As far back as 1903, advertising has featured famous major league baseball players drinking Coca-Cola. One of the most notable and long-lasting sports affiliations is the company's 76-year association with the Olympic Games. The company has a long relationship with FIFA World Cup soccer, the Special Olympics, the Rugby World Cup, NASCAR® and the National Basketball Association.

**RECENT DEVELOPMENTS**

The Coca-Cola Company continues to connect with people in exciting new ways, including the introduction of successful new products and innovations that give people the experiences they desire.



In the summer of 2005, Coca-Cola Ltd. launched iCoke.ca, an innovative, long-term online loyalty program that was designed to provide Coca-Cola drinkers with fully integrated promotions and events. In the past year, Coca-Cola has developed partnerships with House of Blues, the biggest concert promoter company in Canada, Sony Canada, Cineplex Entertainment and other key suppliers to ensure that iCoke.ca can offer consumers a unique entertainment experience through grand prizeing, daily instant wins and redemption towards cool items or entry into sweepstakes.



In the fall of 2005, in response to a growing need for a new entry into the diet category, one that didn't emphasize diet but focused on taste, the Company introduced Coca-Cola Zero — real Coca-Cola taste, zero calories.

Consumers were offered their first taste of Coca-Cola Zero at a launch event featuring the world's largest air hockey game with special

guests former Toronto Maple Leaf players Wendel Clark, Darryl Sittler and Nick Kypreos.

Coca-Cola continues to respond to consumer demands for innovative packaging and design. In 2005, Coca-Cola introduced two new packaging sizes — the mini can, a 237mL can that is one-third smaller than the traditional can and the "shortie," a resealable



355mL plastic bottle. Both new packages allow the company to offer greater packaging variety to the consumer.

**BRAND VALUES**

The Coca-Cola brand stands for the most successful product in the history of commerce and for the people responsible for its unique appeal. Along with Coca-Cola, recognized as the world's best-known soft-drink brand, the company markets many of the world's top soft-drink brands, including Diet Coke, Fanta and Sprite. Through more than a century of change and into a new era that promises even more change, Coca-Cola remains a timeless symbol of authentic, original and "Real" refreshment.

**THINGS YOU DIDN'T KNOW ABOUT COCA-COLA**

- The Coca-Cola trademark was registered in Canada in 1905.
- The first Canadian bottle of Coca-Cola came off the line in 1906.
- In Canada, Coca-Cola Ltd. (CCL) is an indirect, wholly owned subsidiary of The Coca-Cola Company, the world's largest beverage company and the leading producer and marketer of soft drinks, juices and juice drinks.
- Coca-Cola Ltd. has grown from producing a single product to a wide range of hydration choices.
- The Coca-Cola portfolio now includes Dasani remineralized water, Minute Maid juices and juice drinks, Five Alive, Fruitopia, Nestea, non-colas such as Fresca and Sprite, energy drinks including TaB energy and Full Throttle, and PowerAde.
- Coca-Cola leads in the following categories: colas, diet colas, iced teas, and total juices and juice drinks.
- Diet Coke is the number one consumed diet soft drink in Canada.