



CHIEF ♦ EXECUTIVE ♦ BOARDS
I N T E R N A T I O N A L

Chief Executive Book Review # 36

A History of the World in Six Glasses

By: Tom Standage © 2005 Walker & Company ISBN 0-8027-1447-1

(See other Chief Executive Book Reviews for the history of other drinks)

The History of Colas

1. Soda water was developed in England by Joseph Priestly in 1767
2. Soda water was thought to have medicinal purposes and was sold through apothecaries. The soda fountain became a standard feature in apothecaries
3. In 1886, John Pemberton, a pharmacist in Atlanta, Georgia was trying to discover a cure for headaches. He took ingredients to a nearby pharmacy and combined it with soda water. The result was the beverage Coca-Cola
4. After 1895, Coca-Cola was sold as a refreshing drink and not for its medicinal value
5. Coke sold syrup to apothecaries. Later they sold it to bottlers
6. During WW II, Robert Woodruff, president of the Coca-Cola Company, ordered every man in uniform to get a bottle of Coca-Cola for five cents. This helped to take Coke globally