

## Senate Resolution 349

By: Senators Mullis of the 53rd, Chance of the 16th, Rogers of the 21st, Staton of the 18th, Butterworth of the 50th and others

## A RESOLUTION

1 Recognizing and commending the Coca-Cola Company on its 125th anniversary; and for  
2 other purposes.

3 WHEREAS, the product that has given the world its best-known taste was born in Atlanta,  
4 Georgia, on May 8, 1886, when Dr. John Stith Pemberton, a local pharmacist, produced the  
5 syrup for Coca-Cola and carried a jug of the new product down the street to Jacob's  
6 Pharmacy, where it was sampled, pronounced "excellent," and placed on sale for five cents  
7 a glass as a soda fountain drink; and

8 WHEREAS, Dr. Pemberton's bookkeeper, Frank Robinson, named the mixture Coca-Cola,  
9 and wrote it out in his distinct script which has continued to this day to be written in the same  
10 way; and

11 WHEREAS, from its humble beginnings in which, during its first year, Dr. Pemberton sold  
12 just nine glasses of Coca-Cola each day, the Coca-Cola Company has now produced more  
13 than 10 billion gallons of syrup; and

14 WHEREAS, Dr. Pemberton, who died in 1888 without realizing the success of the beverage  
15 he had created, transferred his interests in the business to Atlanta businessman Asa Griggs  
16 Candler who became the company's first president and the first to bring real vision to the  
17 business and the brand; and

18 WHEREAS, Asa G. Candler was a natural born salesman and he transformed Coca-Cola  
19 from an invention into a business and found brilliant and innovative ways to introduce people  
20 to this exciting new refreshment by giving away coupons for complimentary first tastes of  
21 Coca-Cola and outfitting distributing pharmacists with clocks, urns, calendars, and  
22 apothecary scales bearing the Coca-Cola brand allowing people to see Coca-Cola  
23 everywhere; and

24 WHEREAS, the soda's popularity led to a demand for it to be enjoyed in new ways and, in  
25 1894, a Mississippi businessman named Joseph Biedenharn became the first to put  
26 Coca-Cola in bottles and, five years later, two Chattanooga lawyers, Benjamin F. Thomas  
27 and Joseph B. Whitehead, secured exclusive rights from Candler to bottle and sell the  
28 beverage; and

29 WHEREAS, while imitation may be the sincerest form of flattery, the Coca-Cola Company  
30 decided to create a distinctive bottle shape to assure people that they were actually getting  
31 a real Coca-Cola and not a copy cat imitation beverage and hired the Root Glass Company  
32 of Terre Haute, Indiana, which in 1916 designed a bottle that could even be recognized in the  
33 dark which is now known as the contour bottle and which remains the signature shape of  
34 Coca-Cola today; and

35 WHEREAS, in 1919, Ernest Woodruff purchased the company from Asa Candler and, in  
36 1923, his son Robert Woodruff became the company president; and

37 WHEREAS, while Candler had introduced the United States to Coca-Cola, Robert Woodruff,  
38 a marketing genius who saw opportunities for expansion everywhere, spent more than 60  
39 years as the company leader, introducing the beverage to the world beyond; and

40 WHEREAS, when the United States entered World War II in 1941, thousands of men and  
41 women were sent overseas and the country, including Coca-Cola, rallied behind them with  
42 Robert Woodruff ordering that "every man in uniform gets a bottle of Coca-Cola for five  
43 cents, wherever he is, and whatever it costs the Company"; and

44 WHEREAS, after 70 years of success with one brand, Coca-Cola, the company decided to  
45 expand with new flavors: Fanta, originally developed in the 1940s and introduced in the  
46 1950s; Sprite followed in 1961, with TAB in 1963, and Fresca in 1966; and

47 WHEREAS, in 1960, the company acquired The Minute Maid Company, adding an entirely  
48 new line of business - juices - to its product line; and

49 WHEREAS, the company's advertising for Coca-Cola, always an important and exciting part  
50 of its business, really came into its own in the 1970's and reflected a brand connected with  
51 fun, friends, and good times; and the international appeal of Coca-Cola was embodied by a  
52 1971 commercial, where a group of young people from all over the world gathered on a  
53 hilltop in Italy to sing "I'd Like to Buy the World a Coke"; and

54 WHEREAS, now well into its second century, the company's goal is to provide magic every  
55 time someone drinks one of its more than 500 brands in even the remotest comers of the  
56 globe; and

57 WHEREAS, from the early beginnings when just nine drinks a day were served, Coca-Cola  
58 has grown to the world's most ubiquitous brand, with more than 1.4 billion beverage servings  
59 being sold each day; and

60 WHEREAS, the Coca-Cola Company is one of the world's most respected and admired  
61 companies; and

62 WHEREAS, Georgia is proud to be the home of the Coca-Cola Company and proud of the  
63 many outstanding accomplishments of this superlative organization.

64 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that the members of this body  
65 recognize and commend the Coca-Cola Company on its 125th anniversary and extend best  
66 wishes for continued future success.

67 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed  
68 to transmit an appropriate copy of this resolution to the Coca-Cola Company.