



### The story of Coca-Cola

What is the most recognizable object in the world ? Could it be football ? Or a Big-Mac ? No, the answer is a Coca-Cola bottle. The famous Coca-Cola bottle is almost 100 years old !

5 Football and Big Mac are certainly part of life for lots of people ; but Coca-Cola is now a permanent part of world culture. People know and drink Coca-Cola all over the world.

10 It is said that the Coca-Cola bottle is the most recognized object in the world. Hundreds of millions of people can recognize a Coke bottle by its shape, even if they cannot see it ! And the famous Coca-Cola logo is the most famous logo in the world. Unlike any other famous commercial logo, it has not changed in 100 years !

15 But the story of Coca-Cola is even older than that. It was in 1886 that John Pemberton, a druggist in Atlanta, Georgia, invented a new type of syrup, using coca leaves, sugar and cola nuts, plus a few other secret ingredients ! Pemberton sold it as a medicine ; and with its coca (the source of cocaine), it must have made people feel good !

20 Nevertheless, Pemberton's medicine was not very successful, so he sold his secret formula to another druggist, Asa Candler. Candler was interested, because he had another idea ; he thought that Pemberton's « medicine » would be much better if it was mixed with soda.

25 Candler was thus the man who really invented the drink Coca-Cola. At first he sold it in his drugstore ; then he began selling the syrup to other drugstores, who used it with their soda fountains. Candler also advertised his new drink, and soon people were going to drugstores just to get a drink of Coca-cola.

30 Before long, other people became interested in the product, including a couple of businessmen who wanted to sell it in bottles. Candler sold them a licence to bottle the drink, and very quickly the men became millionaires. The famous bottle, with its very distinctive shape, was designed in 1916.

During the First World War, American soldiers in Europe began asking for Coca-Cola, so the Coca-cola company began to export to Europe. It was so popular with soldiers, that they then had to start bottling the drink in Europe.

35 Today, Coca-Cola is made in countries all over the world, including Russia and China ; it is the world's most popular drink.

40 As for the famous formula, it is probably the world's most valuable secret ! The exact ingredients for making Coca-Cola are only known to a handful of people. And as for the « coca » that was in the original drink, that was eliminated in 1903. It was a drug, and too dangerous. Today's Coca-Cola contains caffeine, but not cocaine !

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### **I.COMPREHENSION (12 points)**

#### **A. Circle the right answer. (3 points)**

1. The text is taken from ...
  - a) a novel
  - b) website
  - c) a folktale.
2. The text is about ...
  - a) Big Mac
  - b) Coca-cola
  - c) Coca nuts.
3. A few people know coca-cola's secret ...
  - a) ingredients
  - b) bottle
  - c) history.

#### **B. Are the following sentences true or false ? Justify your answers by quoting from the text. (5 points)**

1. Coca-cola bottle is the most famous in the world.
2. Coca-cola bottle is half a century old.
3. Coca-cola has regularly changed its logo.
4. Coca-cola was first imported from Europe.
5. Asa Candler is the inventor of the drink coca-cola.

#### **C. Answer the following questions. (4 points)**

1. What were the ingredients of coca-cola drink in 1886 ?
2. When did the Coca-Cola become popular with soldiers in Europe ?
3. Why was the original Coca Cola drink ingredients eliminated in 1903 ?
4. What does the writer mean by the following sentence ? Explain it in your own words.

*'Coca-cola is now a permanent part of world culture.'*

**II. WRITE (8 points)**

Traitez l'un des deux sujets suivants :

**Topic 1 :** What's your favorite soft drink ? Give your reasons.

**Topic 2 :** Imagine that you have a shop that sells Coca Cola, and your store is empty. You have requested several times from the company to supply you with a ton of Coca Cola drinks, but they failed to do it.

Write a letter to the manager and use the following hints ;

- The quantity of cola you sell per week.
- The problem you face.
- Your requests and suggestions.