

The Coca-Cola Company



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DESCRIPTION:

- 146,200 Worldwide employees.
- 20 million customers.
- 3500+ Beverages.
- 50 Consecutive years with increased dividends.
- 200+ Countries where our beverages are sold.
- 126 Years in business.

LOGO

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Business.

LOGO

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HISTORY:

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In a beginning, Coca-Cola was invented by the American pharmacist John Pemberton as a medicine patented against the headache and the nausea.

The original drink contained extracts of leaves of coca and seeds of tail



1923



1957



1962



1970



1986



1989



1990



1996



- 1886: coca-cola as a soda fountain beverage.
- 1899: the first bottling agreement.
- 1916: A new distinctive bottle.
- 1920-1930: international expansion.
- 1950: new brands introduced -> the first one was Fanta.

In 1933 apparition
of Coca-Cola in
France

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MISSION:

Refresh the world, inspire moments of happiness and make the difference

VISION: serves as the framework

people: be a great place to work.

portfolio: a quality beverage brands.

planet: be responsible.

productivity: be a fast-moving organization.

VALUES:

describe how we behave.

leadership

collaboration

integrity

passion

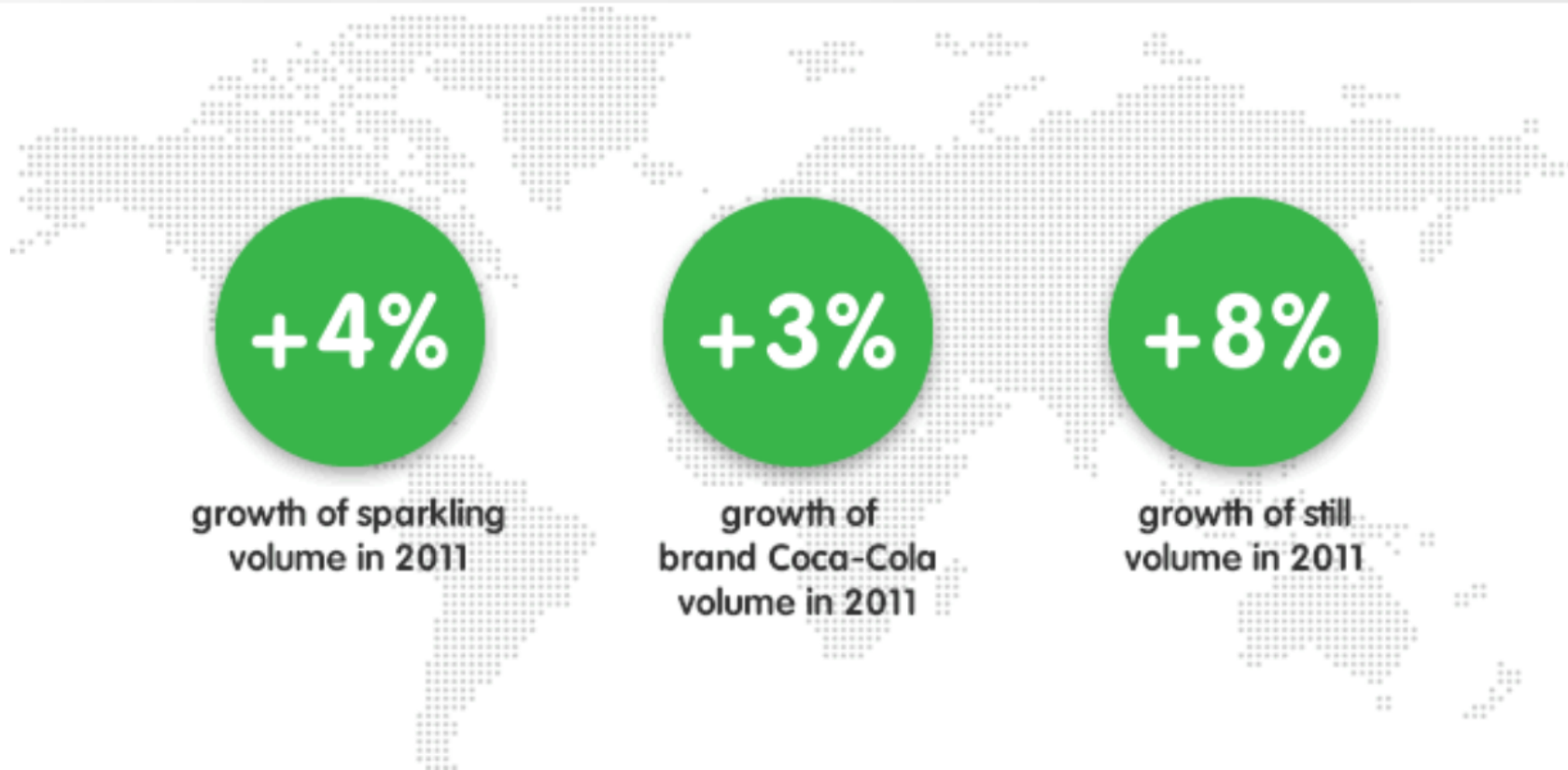
diversity

quality



IN 2011:

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The coca-cola company moved his secret formula from a Atlanta bank to a new vault at the World of Coca-Cola.