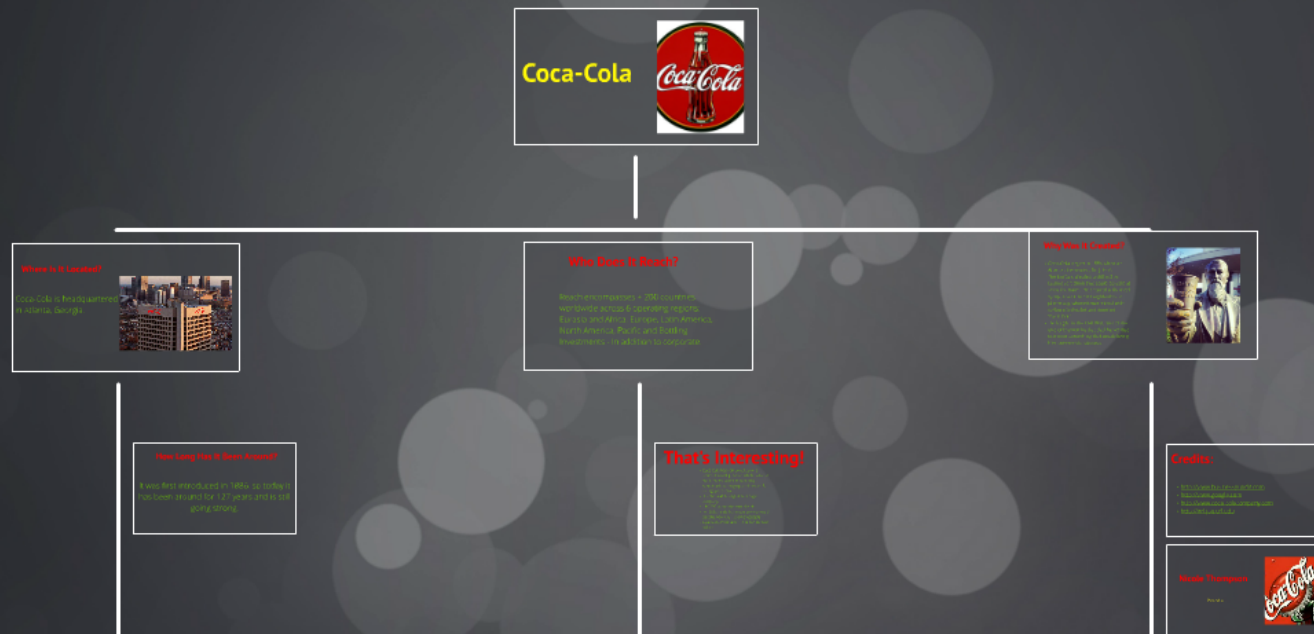




Coca-Cola Goes Green



COCA-COLA: GREEN Harvard Case Solution & Analysis

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Coca-Cola



Where Is It Located?

Coca-Cola is headquartered in Atlanta, Georgia.

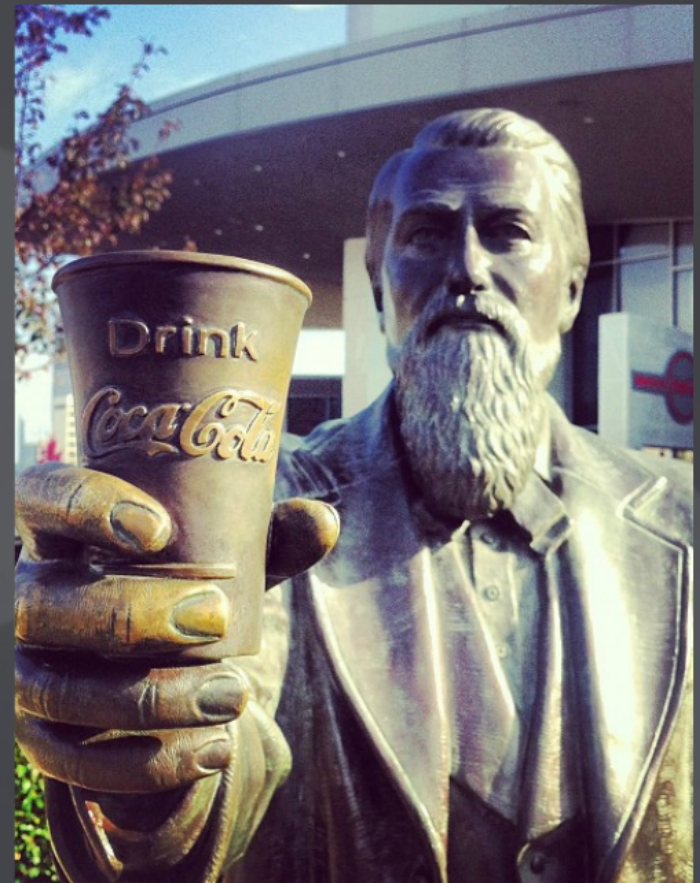


Who Does It Reach?

Reach encompasses + 200 countries worldwide across 6 operating regions: Eurasia and Africa, Europe, Latin America, North America, Pacific and Bottling Investments - In addition to corporate.

Why Was It Created?

- Coca-Cola began in 1886 when an Atlanta pharmacist, Dr. John S. Pemberton, created a distinctive tasting soft drink that could be sold at soda fountains. He created a flavored syrup, took it to his neighborhood pharmacy, where it was mixed with carbonated water and deemed "excellent"
- He fought in the Civil War, and at the end of the war he decided he wanted to invent something that would bring him commercial success.



How Long Has It Been Around?

It was first introduced in 1886, so today it has been around for 127 years and is still going strong.

That's Interesting!

- Coca-Cola has narrowed down 3 environmental goals on which to focus their efforts: water stewardship, sustainable packaging, and climate & energy protection.
- It is the worlds largest beverage company.
- 146,200 associates world wide.
- In 1886 the daily average serving was 9 people, now it is 1.8 billion people.
- Operating income of 1.7 billion to 10.2 billion.