

MAKE-UP ASSIGNMENT: FOR CREDIT COPY ONTO YOUR OWN WORKSHEET

Save a tree... return this to the handouts file when you are finished with it

Coke: The Real Story Behind The Real Thing

Video Notes

1. How many gallons of Coke products are purchased everyday? **100 MILLION**
2. Research shows that ½ of all decisions to buy are an impulse that hits in the first ____seconds in the aisle. **5**
3. Do you think that good memories have a significant impact on which soda you choose to buy? **YES OR NO**
4. Soda is one of the greatest sources of empty _____. **CALORIES**
5. What did they change about the 2 liter bottle? **THE SHAPE, THEY MADE IT LIKE THE GLASS**
6. Which product during the 1980's was a disaster? **NEW COKE**
7. What is the stupid...er.. common question they get every year during Christmas?

DID COKE INVENT SANTA?

8. Is it true that the original Coke formula had cocaine in it? **YES, FOR THE 1ST 5 YEARS**
9. How did the company distinguish itself from similar products?

IT CREATED THE CURVED BOTTLE

10. During which war did Woodruff send portable bottling plants with troops? **WORLD WAR II**
11. What was Coke's new enemy? **PEPSI**
12. New Coke was a response to the Pepsi marketing campaign called "The Pepsi ____ **CHALLENGE** ____"
13. For how long did they sell New Coke? **3 MONTHS**
14. In South Africa, the middle class makes how much money a year? **3,000 – 5,000 dollars**
15. What percent of the market share for soda does Coca-Cola have in South Africa? **90%**
16. Coca-Cola didn't used to bottle Coke, they sold the _____ to bottlers. **CONCENTRATE**
17. When interest rates went up in the 70's and a lot of bottlers sold their companies, what did Coca-Cola do?

THEY PURCHASED THE BOTTLING COMPANIES AND MAKE ONE BIG COMPANY

18. How does the Free Style Jet soda machine provide all the flavors in one small machine?

IT USES PRINTER STYLE CARTIGAGES FILLED WITH CONCENTRATE

19. What is ZICO? **COCONUT WATER**
20. Would you be interested in trying it? **YES/NO**
21. Today Coca-Cola isn't just a beverage, it's a corporate _____. **EMPIRE**

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It's OK to write on this

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Grading: 3pts = All answered| 2pts =12-20 answered| 1pt = 1-11 answered| 0pts if 0 answered|