

FIVE
REASONS
WHY

COLA DRINKS

1 COUNT ON
ONE OF THE MOST

ICONIC TRADITION

CSDs WITH A LONG
OF ABOUT 140 YEARS.

JOHN STITH
PEMBERTON
DEVELOPED THE
COLA RECIPE IN 1886.



2



BUILD ON PEOPLES'
LOVE OF
EXPERIMENTATION

WITH FLAVOURED COLAS.

MANY COLA MIX DRINKS
HAVE BECOME CLASSICS
THEMSELVES, LIKE
COLA-ORANGE.

3

SHOW YOUR

CREATIVE POWER

PLAYING WITH ONE
OF THE MOST
POPULAR
FLAVOURS
IN BEVERAGES
AND BEYOND
AROUND THE GLOBE.



4

GIVE THIS
CLASSIC
SOFTDRINK A

TRENDY TWIST

AND SURPRISE
YOUR FANS WITH

- FRUITY FLAVOURS
- SPICY FLAVOURS
- TEA, COFFEE FLAVOURS
ETC.



5

SPARKLE
PEOPLES'
DAY WITH
TINGLY

TASTE SENSATIONS



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YOUR
PARTNER
IN TASTE.

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