

The AMERICANA Series:

"THE COLA WARS"

BY PAT/SALTY

THAT WOULD BE, NATURALLY, COKE VS. PEPSI.
THE COLA WARS BETWEEN THE TWO GIANTS
HAVE BEEN RAGING OVER 100 YEARS.

COKE GOT STARTED FIRST, OF COURSE,
BACK IN THE LATE 1800'S.

STARTED BY A PHARMASIST NAMED ~~DOCTOR~~

DOC PEMBERTON IN ~~THE~~ ATLANTA, GA.

(OTHERWISE KNOWN AS "HOT LANTA, GA.")

BEING THAT ATLANTA CAN GET SO HOT,
AND THIS WAS IN THE DAYS BEFORE AIR
CONDITIONING, GAVE EARLY COKE -
A COLD DRINK - AN ENORMOUS EARLY
ADVANTAGE.

BEING THAT EARLY COKE ALSO CONTAINED
SMALL AMOUNTS OF COCAIN GAVE COKE
AN EVEN BIGGER ENORMOUS EARLY ADVANTAGE.
SO JUST HOW BIG A START DID EARLY COKE
GET?

THINK, ROBERT E. LEE STORMING OUT OF
ATLANA SWEEPING AWAY ALL OPPOSITION
IN HIS PATH! THAT WAS THE KIND OF
EARLY START COKE HAD.


IN A FEW SHORT YEARS IT DOMINATED
ATLANTA, GEORGIA, AND THE ENTIRE SOUTH.
LIKE A ROBERT E. LEE ON ~~ATLANTA~~



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COCAIN.

(Something ~~more~~ GENERAL GRANT NEVER HAD TO DEAL WITH - LUCKY FOR him!)
OF COURSE, ITS NOT LIKE EARLY COKE HAD ~~many~~ ^{VERY MUCH} REAL ~~Early~~ ^{EARLY} COMPETITION;
"UNCLE AMOS BLACK RASBERRY WATER,"
"MISS LILLIANS CONFEDERATE ~~lemon~~
LEMMON DELIGHT," AND OTHER LOCAL SOUTHERN BEVERAGE REFRESHMENTS SIMPLY GOT CRUSHED, SWEEP AWAY, AND PUT OUT OF BUSINESS BY EARLY COKE. BUT THEN, IN THE EARLY 1900'S, A GENERAL GRANT OF COLAS ARRIVED TO CHALLENGE COKE; PEPSI-COLA!!! AND IT WAS A BEVERAGE WAR WORTHY OF GRANT VERSUS LEE.
THE AMERICAN COLA WARS HAD BEGUN. BUT UNLIKE THE AMERICAN CIVIL WAR, THE COLA WARS WOULD GO ON FOR DECADES AS FIRST ONE SIDE SCORED, THEN THE OTHER SIDE, THE TIDE OF WAR EBBED AND FLOWED IN THE COLA WARS. COKE JELOUSLY GUARDED ITS SECRET FORMULA IN A LOCKED VAULT ~~MAINTAINED~~ ^{GUARDED} 24 HOURS A DAY - MORE CAREFULLY GUARDED THEN MANY COUNTRYS AT WAR GUARD THEIR



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STATE SECRETS,

COKE WAS FORCED TO DROP COCAIN AS ONE OF ITS NOT SO SECRET INGREDIANTS IN THE EARLY 1900'S AFTER COCAIN WAS MADE ILLEGAL.

PEPSI LOVED THAT, PRETENDING TO BE ALL "ANTI DRUG" AND ALL - WHEN THE ONLY THING THEY REALLY WERE WAS ANTI-COKE, THE SOFT DRINK.

COKE PUT A LOT OF TIME + MONEY INTO MAKING ITS FAMOUS BOTTLES, INTO MAKING THEM, IN FACT, AN AMERICAN ICON.

PEPSI COUNTERED BY USING JUST BIG CLEAR SIMPLE BOTTLES THAT HELD MORE BEVERAGE FOR THE SAME PRICE COKE CHARGED.

"MORE COLA FOR YOUR NICKLE!" BECAME PEPSI'S EARLY RALLYING CRY.

"MORE CHEAP TASTING COLA FOR YOUR NICKLE" COKE COUNTERED.

BUT, DURING THE GREAT 1930'S DEPRESSION, MORE COLA FOR YOUR NICKLE HAD A DEFINATE APPEAL, AND SO PEPSI STARTED TO GAIN ON COKE IN SALES, TO CLOSE THE COLA GAP; ~~WHICH SPEAKS~~ →

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SO WHAT KEPT COKE NUMBER ONE?
WORLD WAR TWO!

BECAUSE THE SECOND WORLD WAR WAS A
BUSINESS AND FINANCIAL GODSEND FOR
COKE; IT DID MORE TO MAKE COKE
FAMOUS THEN IT DID WINSTON CHURCHILL.

BECAUSE COKE WAS THE ONLY ONE WITH
THE CAPACITY TO SUPPLY AMERICAN
TROOPS ~~WITH~~ OVERSEAS; IT REINFORCED
COKE'S IMAGE AS AN AMERICANA ICON
AND SERVED TO MAKE COKE FAMOUS
WORLDWIDE IN EUROPE, ASIA, EVEN
OUT IN THE PACIFIC.

THE RUMOR THAT PEPSI TRIED TO
SECRETLY WORK OUT ~~A~~ SOME KIND OF
DEAL WITH THE AXIS POWERS ~~IS~~
REMAINS JUST THAT; ONLY A RUMOR.
PROBABLY STARTED BY COKE.

IM TELLING YOU, FOLKS; THESE COLA WARS
HAVE A HISTORY OF GETTING DOWNRIGHT
VICIOUS AT TIMES.

ANYWAYS, POST WAR, AFTER 1945,
COKE EMERGED STRONGER THEN EVER —
BUT STILL COULD NEVER SHAKE PEPSI.
PEPSI FOLLOWED COKE EVERYWHERE,
DID EVERYTHING COKE DID, →

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IF COKE DEVELOPED A NEW SELLING STRATEGY, PEPSI WOULD COPY IT; ~~ALL~~ KIND OF LIKE AN IRRITATING KID BROTHER THAT FOLLOWED ONE AROUND EVERYWHERE, JUST WAITING FOR COKE TO SLIP UP, TO MAKE A MISTAKE, SO PEPSI COULD GRAB THE COVETED NUMBER ONE RANKING. AND SO, IN THE 1980'S, COKE DID. MESS ~~WASSED~~ UP. BIG TIME.

COKE MADE WHAT IS CONSIDERED THE BIGGEST MISTAKE ANY AMERICAN COMPANY EVER MADE - DUE TO ITS OWN OBSESSION WITH PEPSI AND DUE TO ITS OWN GREED; WHAT IT DID BACK IN THE 1980'S WAS CONSIDERED TO BE A VIRTUAL SACRIFICE BY SOME PEOPLE;

COKE CHANGED ITS FORMULA!

IT LAUNCHED "NEW COKE"!

YOU WOULD HAVE THOUGHT, FROM THE OUTRAGED PUBLIC REACTION, THAT THE RUSSIANS HAD JUST NUKED ONE OF THE STATES; THAT COKE HAD BURNED THE AMERICAN FLAG IN PUBLIC!

PEPSI JUST SAT CALMLY ON THE SIDELINE LICKING ITS CHOPS AS COKE WENT INTO



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ALL HANDS ON DECK THIS IS NOT A DRILL
EMERGENCY DAMAGE CONTROL OVERDRIVE;
" BUT OUR MARKET TESTS TOLD US THAT
YOUNGER AMERICANS ARE STARTING TO
PREFER A TASTE SUCH AS NEW COKE HAS "
COKE TRIED TO EXPLAIN.

" TRAITORS! "

" YOUR TAKING AWAY AN AMERICAN ICON! "

" WE WANT OUR ORIGINAL COKE BACK! "

THE AMERICAN PUBLIC RAGED -

EGGED ON, NOT A LITTLE, BY YOU KNOW WHO.
BY PEPSI.

VIRTUALLY OVERNIGHT, PEPSI SALES
EXPLODED UPWARDS AND THE "NEW" COKE
SALES PLUMETED.

" WE NEED A REAL MODERN DAY
ROBERT E. LEE TO SAVE US NOW "
COKE PERSONEL + EXECUTIVES LAMENTED.

" I WANT THE IDIOTS RESPONSIBLE FOR
THIS "NEW COKE" IDEA TO BE FIRED! "

RAGED THE CHAIRMAN OF THE BOARD AT COKE.
WHEN REMINDED THAT HIS OWN RIGHT
HAND MAN AND HIS DUMB JUNIOR EXECUTIVE
NEPHEW HAD APPROVED THE "NEW COKE "

STRATEGY, COKE'S CHAIRMAN OF THE BOARD...

.. SUDDENLY "REMEMBERED" HE HAD →

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AN "IMPORTANT MEETING TO ATTEND" AND SCAMPERS OUT OF THE BOARDROOM FASTER THAN A COKE-UP RAT ~~SCAMPING~~ JUMPING OFF A SINKING SHIP, BUT NOT BEFORE LOUDLY ORDERING, AS HE WAS LEAVING, THAT NO EXPENSE BE SPARED BECAUSE HE "WANTED THIS WHOLE MESS ~~MASSIVE~~ FIXED FAST NO MATTER HOW MUCH IT COSTS OR WHAT IT TAKES!"

SO COKE FEVERISHLY ENTERTAINED ANY AND ALL INTERNAL IDEAS OF WHAT COULD BE DONE TO SAVE THE DAY, TO SAVE THE COMPANY, FROM THIS STUPID "NEW COKE" FIASCO; "LET'S TRY GOING BACK AND ADDING COCAINE INTO THE SECRET FORMULA AGAIN" ONE WAG SUGGESTED.

JUST BEFORE HE GOT REASSIGNED TO THE HEAD OF COKE SALES.

IN POGO - POGO,

MILLIONS OF DOLLARS IN EMERGENCY STUDYS AND PLANNING WAS QUICKLY SPENT BY COKE TO COME UP WITH A SOLUTION, MILLIONS OF DOLLARS GOT SPENT TO COME UP WITH A SOLUTION - THE MULTI MILLION DOLLAR SOLUTION? GO BACK TO SELLING THE OLD COKE! →

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This is what's called "CORPORATE INSPIRATION" AND COST ALL KINDS OF MARKET RESEARCH COSTING MILLIONS, TO GO BACK TO SELLING THE OLD COKE! ANYWAYS, THAT IS WHAT COKE QUICKLY DID, BY CALLING THE ORIGINAL OLD TIME COKE "COKE CLASSIC" AND SPENDING MILLIONS TO HAVE IT ALL BOTTLED & SHIPPED AND PUT ON STORE SHELVES ALL OVER THE COUNTRY, PRONTO.

"WE HAD ORIGINALLY PLANNED TO DO THIS ALL ALONG", COKE CLAIMED.

"SURE ~~was~~ They were," SAID PEPSI. AND SO, EVEN UP UNTILL TODAY, THE COLA WARS SORT OF STILL GO ON.

I SAY "SORT OF" BECAUSE BOTH COKE AND PEPSI TODAY FIND THEMSELVES SURROUNDED ON ALL SIDES BY A HUNGRY ARMY OF COMPETITORS; BOTTLED WATERS, JUICES, ICE TEAS, ETC. ETC. ETC.

THE OLD TIME COLA WARS AINT WHAT THEY USED TO BE, FOR SURE.

BUT - hey, IT LASTED A WHOLE HELL OF A LOT LONGER THEN THE AMERICAN CIVIL WAR DID! AND YOU CAN STILL GET COCAIN, ONLY ITS

NOW "THE SNORT THAT REFRESHES!" - "RRRRRR" XX