

# SODA INDUSTRY MILESTONES

1794 - Schwepps opened for business in Bristol, England.

1820 - Saratoga springs Mineral Water was first bottled and sold.

1861 - Ginger Ale was first bottled in the U.S. by Dows of Boston, MA.

1866 - Cantrell & Cochrane began exporting ginger ale to the U.S. from Ireland.

1871 - The first soda pop trademark was issued for "Lemon's Superior Sparkling Ginger Ale."

1876 - Charles E. Hires began the manufacture of "root beer extract" in Philadelphia.

1880 - James Vernor perfected the formula of a unique ginger ale drink.

1881 - Clicquot Club of Mills, MA, began the manufacture of ginger ale and other flavored sodas.

1883 - White Rock of Waukesha, WI, began bottling mineral water.

1885 - W B Morrison at the "Old Corner Drug Store" in Waco, Texas developed a distinctively flavored drink at his soda fountain. Dr. Pepper was not sold in a bottle until 1888.

1886 - John S. Pemberton, an experimental pharmacist standing over an old brass or iron kettle in Atlanta, GA, tried over 300 combinations of herbs and spices during a period of over four years before he finally came up with a liquid that tasted in his words "all right." That magic brew was named Coca-Cola, and speculation still exists as to whether the potion was developed as a soft drink or as a "cure-all" headache tonic.

1889 - Mineral water from the mountains of Northern California was bottled as "Shasta Mountain Spring Water," and later evolved to the Shasta Beverage Company.

1890 - John J. McLaughlin opened a plant in Toronto, Canada, to bottle soda water and sometime later a "Belfast" style ginger ale. In 1907, the name Canada Dry was given to a pale dry ginger ale.

1893 - The Crystal Bottling Company began bottling Hires root Beer.

1898 - Another pharmacist, Caleb Bradham, from New Bern, SC, developed and marketed a cola drink. In 1903, he registered the Pepsi trademark.

1899 - Benjamin Thomas and Joseph Whihead from Chattanooga were granted the first bottling rights to the whole US for Coca-Cola.

1905 - Claude A. Hatcher, a Georgia grocer began bottling a ginger ale and a root beer under the brand name of Royal Crown.

1906 - Orange Crush was introduced by J. M. Thompson of Chicago.

1924 - The Nevi brand was created by Royal Crown, and production began on a large size for the time, 9 1/2 ounce bottle.

1928 - The "UN-Cola" was developed by CBI. Greg of the Howdy Company, St. Louis, MO, and called 7 - Up.

1930 - Barley's introduced an orange soda drink.

1933 - Bottling commenced for Mission Orange in a distinctive black bottle.

1934 - Royal Crown Cola was introduced by the Nevi Corporation.

1936 - The first soda in a can, Clicquot Club Ginger Ale, was test marketed in a Continental low profile cone top can. Leakage, flavor absorption problems, and difficulty in stacking and handling spelled failure for the initial introduction.

1937 - Dad's Old Fashioned Root Beer began bottling in Chicago, IL.

1938 - Squirt, a grapefruit citrus drink, made its debut.

1940 - Grapette introduced a tasty grape drink in a tiny six ounce bottle.

1948 - Continental Can company in conjunction with Pepsi - Cola tried again but cans proved too expensive compared with returnable bottles.

1952 - No - Cal Beverage, the first low calorie soft drink, was pioneered by the Kirsch Beverage Company of Brooklyn, NY.

1953 - Cantrell & Cochrane introduced it Super Coola line of nine flavors, in an improved 6 and 12 ounce cone top can.

1958 - Fanta was introduced by Coca - Cola, its first major marketing in the U.S. of a non-cola soft drink.