

0. COCAINE-LACED DRINKS - Story Preface

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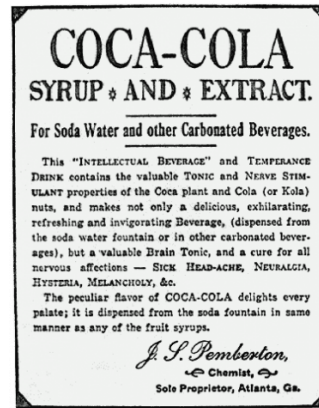
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John Pemberton, inventor of Coca Cola, sold his product as a drug-store fountain drink. This image depicts one of his early advertisements, which dates back to 1886.

Angelo Mariani, a Corsican entrepreneur who had moved to Paris, made a fortune after he added cocaine to Bordeaux wine. His product, "Vin Mariani," became extremely popular in Europe and was imported to the United States.

"Vin Mariani" was a kind of model for John S. Pemberton, an Atlanta surgeon and chemist, who produced his own product: "French Wine Cola." (Pemberton, according to legend, created his Wine Cola as a last-ditch effort to cure a morphine addiction.)

Soon after he introduced his new product, however, Pemberton had bad news. In a few months his cola would be illegal. Atlanta was about to "go dry" in an early (albeit short-lived) experiment with Prohibition.

In 1886, on the cusp of Prohibition, Pemberton developed his now-famous secret Coca-Cola recipe. Sweetening his concoction with distilled fruit oils (instead of the now-prohibited wine), Pemberton advertised his product and set in motion what has become the most recognized trademark (and product) in the world.

After Atlanta's Prohibition failed, Pemberton thought his original French Wine Cola would be more popular than his new concoction. In 1891, he sold Asa Candler the rights to his Coca-Cola formula for around \$2,000.

Candler altered the formula slightly, although he retained the cocaine alkaloid ("Coca") and the kola nuts ("Cola"). The cocaine alkaloid, of course, has not been used in Coca-Cola since 1903 (or thereabouts).

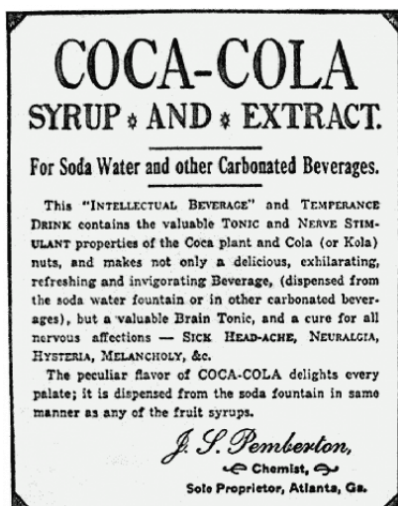
How did the cocaine alkaloid become such a popular product? Because of how it works in the human body. Let's take a look at what happens.

See Alignments to State and Common Core standards for this story online at:

<http://www.awesomestories.com/asset/AcademicAlignment/COCAINE-LACED-DRINKS-Blow>

See Learning Tasks for this story online at:

<http://www.awesomestories.com/asset/AcademicActivities/COCAINE-LACED-DRINKS-Blow>

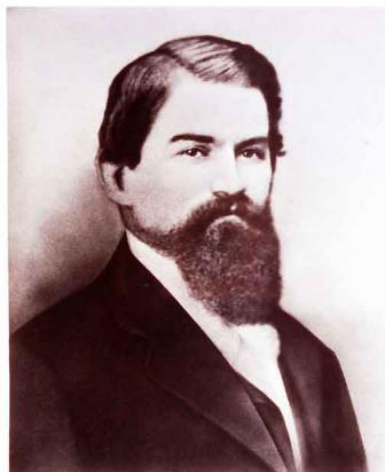


Coca Cola Ad from 1886

Advertising image online via the Library of Congress. Public Domain

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X30197 John Styth Pemberton
Inventor of Coca-Cola in 1886

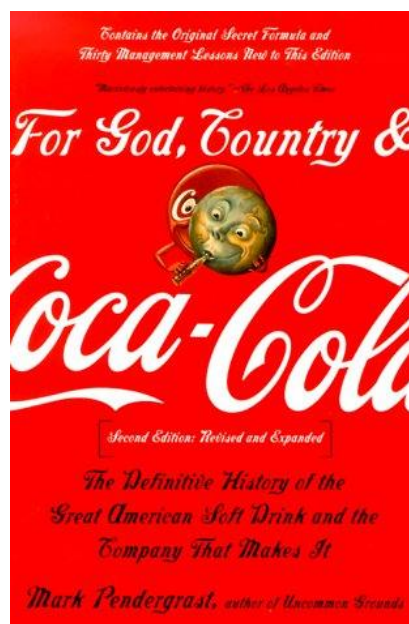
Historic Personalities

John S. Pemberton

Image online, courtesy Library of Congress.

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For God, Country & Coca Cola

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Asa Griggs Candler
Atlanta druggist and Founder
of The Coca-Cola Company
Historic Personalities

Asa Candler

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