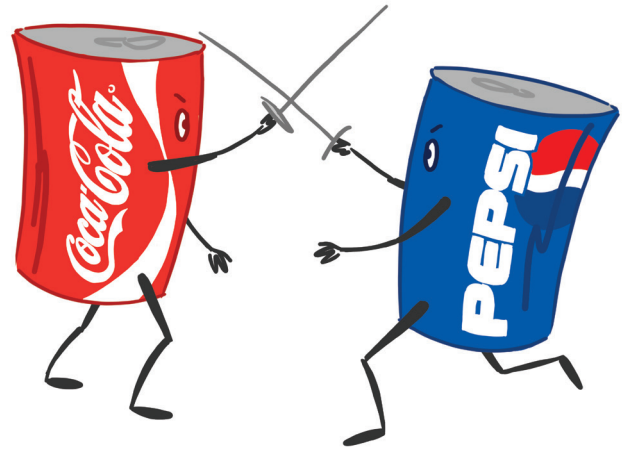


# Coke Vs. Pepsi: The Cola Wars

## Pre-Reading

### A. Warm-Up Questions

1. What do you drink with your lunch?
2. Do you like soft drinks? Which ones?  
When do you drink soda (soft drinks) most often?
3. Which do you prefer: Coke or Pepsi? Why?
4. Can you think of a Pepsi or Coca-Cola advertisement? Describe it to your classmates.
5. What other beverages do you like to drink?



### B. Vocabulary Preview

Match the words on the left with the correct meanings on the right.

- |                      |  |
|----------------------|--|
| ___ 1. carbonated    | a) to get  |
| ___ 2. confidently   | b) a journey that involves a search                      |
| ___ 3. obtain        | c) to broadcast to an audience                           |
| ___ 4. consume       | d) to challenge  |
| ___ 5. quest         | e) a slogan or main idea for a particular event or thing |
| ___ 6. extend        | f) combined with carbon dioxide                          |
| ___ 7. exceptionally | g) brand name design                                     |
| ___ 8. air           | h) with greatness, with superiority                      |
| ___ 9. theme         | i) to take into the body (e.g., to drink or eat)         |
| ___ 10. logo         | j) to last or continue                                   |
| ___ 11. rival        | k) with boldness, with great belief in one's self        |

## Reading

### THE COLA WARS

1. Soft drinks are hugely popular in the United States, Canada, and the United Kingdom. Drinks that fall under this category are non-alcoholic, **carbonated** beverages such as soda, sparkling water, iced tea, lemonade, and fruit punch. They can either be caffeinated or decaffeinated and sweetened with sugars or non-caloric sweeteners or unsweetened.
2. Although called different names depending on the region, soda might be the most popular of the soft drinks. Soda (also called *pop*, or *soda pop*) is packaged in a variety of formats such as 2-liter, 24-ounce, and 20-ounce plastic bottles or in 12- or 8-ounce aluminum cans. Customers can **obtain** cans in packs of 6, 12, or 24. Until the early 20th century when bottled soda sales began to rise, most sodas were **consumed** at a soda fountain. In the second half of the 20th century, canned sales gained a large share of the market and aluminum cans have remained popular ever since.
3. Coke or Pepsi? Ask anyone this, and they'll likely respond quickly and **confidently** with no question about why you are asking. The two competitors spend large portions of their budgets on advertising in the never ending **quest** to win the cola wars in taste, sales, and popularity.
4. Coca-Cola has had numerous slogans **extending** from the late 1800s to the present. Such early themes include "Good to the Last Drop" from 1907 to "The Only Thing Like Coca-Cola is Coca-Cola Itself" in 1942 to "You Can't Beat the Real Thing" in 1990. Coca-Cola's television advertising has also been exceptionally popular. One of the most popular is Coca-Cola's "Hilltop" commercial in which a multicultural group of youths sang "I'd Like to Buy the World a Coke." Although the commercial **aired** in 1971, many people can still hum a few bars or sing some of the words. This commercial carries the same tune as the hit "I'd Like to Teach the World to Sing (In Perfect Harmony)," which was released later that year. Coca-Cola seems to be branded in the minds of the large soda-drinking population.
5. PepsiCo has also been a major player and spender in advertising. Among the most popular are the brand's advertisements during the Super Bowl championship football game. Pepsi has aired commercials every January for over 20 years. One of Pepsi's **themes** was "The Joy of Pepsi" which came about in 2000 and was sung by the ever-popular and newsworthy Britney Spears. However, their slogans extend back years with such popular catch phrases as "Why Take Less When Pepsi's Best" in 1949 and one of its original themes from 1909 "Delicious and Healthful." Like Coca-Cola, Pepsi has had its share of successful songs and television spots. In fact, Pepsi is responsible for the first advertising jingle broadcast around the nation. The jingle accompanied the theme "Twice as Much for a Nickel." Since 1940, Nickel Nickel has become a hit record and has been translated into over 55 languages. It has certainly made its mark in the world of soft drinks.
6. Both brands change their slogans, advertising, **logos**, and designs to make the soda-drinking public take notice. They each have caffeinated and decaffeinated and regular and diet versions as well as several other types of soda. Coca-Cola is also the producer of Sprite, Barq's, Fresca, and Mello Yello. Pepsi **rivals** those products with sodas such as 7-Up, Mountain Dew, Mug Root Beer, and the more recent, Sierra Mist. The war will continue with each side trading battle wins. As the war continues, so will the drinking. Soda drinkers still seem to keep both brands alive.

# Vocabulary Review 1

## A. Prefixes

Can you find three words in the first paragraph of the reading that have prefixes meaning “opposite”? List the words and write a definition.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## B. Questions

Answer these questions based on what you read in the main reading.

- |  |  |
|--|--|
| 1. If an object or idea is kept alive, what is it?<br>_____<br>_____<br>_____<br>_____         | 4. What are the companies fighting for in the cola wars?<br>_____<br>_____<br>_____<br>_____ |
| 2. What is a mark that a company can make?<br>_____<br>_____<br>_____<br>_____                 | 5. Define catch phrase and give an example.<br>_____<br>_____<br>_____<br>_____              |
| 3. If you are a major player, what kind of player are you?<br>_____<br>_____<br>_____<br>_____ |  |

## Pair Work (Partner A)

### A. Reading

Read the short article to the right, but do not show it to your partner. Your partner will ask you questions about your article.

#### THE BOTTLED WATER BOOM

Is bottled water on the verge of replacing soft drinks in the refrigerators and hearts of the drinking public? Although bottled water has existed for centuries, the boom has really only been noticeable since the year 2000 when producers started making millions. In some countries, bottled water is considered safer than water supplied via municipalities. The water is derived from several water sources: wells, springs, glaciers, or even the tap. Many countries have strict government regulations in place so that consumers will know where the water came from and if it is safe to drink. Many beverage consumers who take nutrition into consideration prefer bottled water over the popular, but healthier alternatives such as sodas. Because of this, both Coca-Cola and PepsiCo have entered the bottled water marketplace and each company spends part of their advertising budget on branding the products. Coca-Cola's Dasani and PepsiCo's Aquafina are both popular bottled water although they are reprocessed from municipal water sources. Consumers who are health-conscious need to check the expiration dates though since the plastic bottles have been said to leak dangerous chemicals into the water. Some water drinkers also verify the water sources. Another reason advertising might be key to the companies who produce bottled waters is due to the environmental impact on landfills. Regardless of the negatives, bottled water sales seem to be on the rise. Whatever advertising is out there, its branding has worked. Many people around the world buy bottled water instead of pouring a free glass of water from their own kitchen sinks.

### B. Sharing Information

Work with your partner. Ask the questions to the right about your partner's reading. Write the answers in your notebook.

1. Who drinks sports drinks?
2. What companies make sports drinks?
3. Where do people drink sports drinks?
4. When did Gatorade come into the market?
5. Why do athletes drink sports drinks?

## Pair Work (Partner B)

### A. Reading

Read the short article to the right, but do not show it to your partner. Your partner will ask you questions about your article.

#### **SPORTS DRINKS – NOT JUST FOR ATHLETES ANYMORE!**

A popular choice of moviegoers is a Coke or Pepsi to enjoy while watching the latest blockbuster. Bottled water is often packed for picnics, hiking trips, or camping excursions. Sports drinks used to be the choice of athletes because the formulas contain nutrients and electrolytes that athletes burn during heavy workouts and training for events such as marathons. Gatorade is a well-known sports drink that has been marketed since the 1960s. However, with the stories that water might not be of high quality and soft drinks may not be as nutritionally sound, companies realized they may be able to brand sports drinks for another market. Indeed, there is a market of people who prefer to have something with more nutritional value than a soft drink. Sports drink manufacturers have responded by presenting the sports drink in low-sodium, low-calorie versions to appeal to this consumer market. Sports drinks are now being consumed by people in all sorts of places. It's not unusual to see someone with a sports drink at the movies, on a picnic, or at a university lecture hall. PepsiCo produces Gatorade and has re-branded it to appeal to athletes and non-athletes alike. Coca-Cola makes Powerade. Other companies are competing for the sports drink market as well: Big Red Inc. produces All Sport, PacificHealth Laboratories makes Accelerade, and Suntory manufacturers Lucozade. More and more people are passing by the soft drinks and opting for a sports drink.

### B. Sharing Information

Work with your partner. Ask the questions to the right about your partner's reading. Write the answers in your notebook.

1. Who drinks bottled water?
2. What companies make bottled water?
3. Where does bottled water come from?
4. When did bottled water become popular?
5. Why did companies feel they needed to make bottled water?

## Vocabulary Review 2

Match the words in the left column with the best definition in the right column. If you don't know the answer, scan the pair work readings again and try to guess the meaning from context.

- |                        |   |
|------------------------|---|
| _____ 1. on the verge  | a) a person who buys and/or uses  |
| _____ 2. municipality  | b) to confirm   |
| _____ 3. tap           | c) something that is very successful (e.g., a popular movie)                |
| _____ 4. regulation    | d) a healthy ingredient   |
| _____ 5. consumer      | e) an urban city or town with a government                                  |
| _____ 6. alternative   | f) ions that help regulate metabolic functions in athletes                  |
| _____ 7. verify        | g) a trip taken outside of a facility such as a workplace, school, or hotel |
| _____ 8. impact        | h) to make desirable  |
| _____ 9. blockbuster   | i) almost at the starting or end point                                      |
| _____ 10. excursion    | j) to choose  |
| _____ 11. formula      | k) an official rule   |
| _____ 12. nutrient     | l) a combination of ingredients   |
| _____ 13. electrolytes | m) another choice   |
| _____ 14. opt          | n) the effect on someone or something                                       |
| _____ 15. appeal       | o) a device that controls the flow of liquid                                |



## Group Work

### A. Survey

Talk to ten of your classmates or other students at the school. Find out what drinks are popular.

#### Sample Questions

1. Do you like soft drinks?
2. Do you prefer Coke or Pepsi? Why?
3. Do you like other soft drinks? Which ones?
4. Do you drink bottled water?
5. What is your favorite brand of bottled water? Why?
6. What sports drinks are you familiar with?
7. Do you drink sports drinks? Which brands? Why?
8. If you had to choose between a soft drink, a bottle of water, or a sports drink, which would you choose? Why?
9. Have you seen any advertising for soft drinks? Bottled water? Sports drinks?
10. Which company do you think advertises the most?
11. What is your favorite drink commercial?

### B. Display Your Data

Collect your data from one question in Part A and create a chart or graph that details your results.

#### Examples:

