

Beat: Lifestyle

COCA-COLA SIGNATURE MIXERS Soon In FRANCE

BAR EPHEMERE, Nov. 7 - Dec. 28, 2019

PARIS - COLOMBUS - WASHINGTON, 14.12.2019, 09:34 Time

USPA NEWS - COCA-COLA is manufactured by The Coca-Cola Company. Originally marketed as a Temperance Drink and intended as a Patent Medicine, it was invented in the late 19th Century by John Stith Pemberton and was bought out by Businessman Asa Griggs Candler, whose Marketing Tactics led Coca-Cola to its Dominance of the World Soft-Drink Market throughout the 20th Century.

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The Drink's Name refers to Two of its Original Ingredients: Coca Leaves, and Kola Nuts (a Source of Caffeine). The Current Formula of Coca-Cola remains a Trade Secret, although a variety of reported Recipes and Experimental Recreations have been published.

The Coca-Cola Company has on occasion introduced other Cola Drinks under the Coke Name. The most common of these is Diet Coke, along with others including Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Zero Sugar, Coca-Cola Cherry, Coca-Cola Vanilla, and special versions with Lemon, Lime, and Coffee. Based on Interbrand's "Best Global Brand" Study of 2015, Coca-Cola was the World's third most Valuable Brand, after Apple and Google. In 2013, Coke Products were sold in over 200 Countries Worldwide, with Consumers drinking more than 1.8 billion company Beverage servings each day. Coca-Cola ranked No. 87 in the 2018 Fortune 500 list of the largest United States Corporations by Total Revenue.

By launching a New Line, the Company is looking for a Way to boost its Commercial Strength. And the Cocktail Scene is one of the Playgrounds he wants to invest to regain Perks. So, some Bartenders have had the Opportunity to discover or rediscover the Brand and modify the Formula in order to add their Signature.

The Four Creations are :

- COCA-COLA SIGNATURE SMOKY NOTES by MAX VENNING, THREE SHEETS (LONDRES)
- COCA-COLA SIGNATURE SPICY NOTES by ADRIANA CHILÏA, ANTIGUA COMPANÏA DE LAS INDIAS (BARCELONE) & PIPPA GUY, AMERICAN BAR THE SAVOY (LONDRES)
- COCA-COLA SIGNATURE "c HERBAL NOTES by ANTONIO NARANJO, DR STRAVINSKY (BARCELONE)
- COCA-COLA SIGNATURE WOODY NOTES by ALEX LAWRENCE, DANDELYAN (LONDRES)

The Bartenders presenting in Public each Creation during Exclusive Tailor-Made Programs around the Drinks (November 7 - December 28, 2019 in an Ephemere Bar at 21 rue Saint-Sauveur - Paris.):

- N° 01 SMOKY NOTES
MIDO YAH I - LE SMOKY MIXER called "Le Métronome"
- N° 02 SPICY NOTES
CLÉMENT FAURE - LE SPICY MIXER, called "La fleÛche"
- N° 03 HERBAL NOTES
BENJAMIN COUSSEAU - L'HERBAL MIXER called "Le Botaniste"
- N° 04 WOODY NOTES
JENNIFER LE NEÏCHET - LA WOODY MIXER, called "La Story Teller"

Source : Coca-Cola - Presentation to the Public of the "Coca-Cola Signature Mixers" which will be produced in France for the European Market.

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Article online:

<https://www.uspa24.com/bericht-16270/coca-cola-signature-mixers-soon-in-france.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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