

# The History of the Secret Formula 1886-2011

**1886**

May 8. The formula for Coca-Cola is created by pharmacist Dr. John Pemberton, who first sells the beverage at Jacobs' Pharmacy in Atlanta for 5 cents a glass.

Thinking "the two Cs would look well in advertising," company accountant Frank Robinson suggests the name Coca-Cola and pens the now-famous trademark in Spencerian script; the script is still used today.



**1887**

Pemberton registers his "Coca-Cola syrup and extract" label as a copyright with the U.S. Patent Office to protect the formula from being discovered or imitated.

**1895**

Candler proclaims Coca-Cola is sold and consumed in every state and territory of the United States.

**1898**

A new headquarters for The Coca-Cola Company opens on Edgewood Avenue, in Atlanta. There, the secret formula is made in a triangular shaped room secured with a combination lock.



**1893**

The Coca-Cola Spencerian script trademark is registered in the U.S. Patent Office.

**1891**

Asa Candler, an Atlanta businessman, becomes the sole proprietor of The Coca-Cola Company.

To protect the secrecy of the secret formula, Candler scratches off the labels of ingredients on containers and instead uses numbers to identify them.

**Early 1900s**

Asa Candler teaches his son, Charles Howard Candler, to make the secret formula.



**1915**

The contour bottle is created to combat copycats, and ensure consumers are getting the "real thing."

**1925**

The loan is repaid and Company President Robert Woodruff reclaims the secret formula. He places it in a vault in the Trust Company Bank in Atlanta where it remains for 86 years.



**2011**

During its 125th anniversary year, The Coca-Cola Company brings the secret formula home to the World of Coca-Cola.

years  
**125**