

100 years 1906 – 2006

of Coca-Cola in Latin America



1906 • Coca-Cola is introduced in Cuba and Panama. Today, Coca-Cola FEMSA Panama is our local bottling partner in Panama.

1922 • Coca-Cola arrives in Venezuela by boat. Bottling operations later begin there in 1943.

1926 • Manuel L. Barragán of Monterrey and Herman H. Fleishman of Tampico obtain authorization to bottle Coca-Cola in Mexico. During our first 25 years in Mexico, the Coca-Cola business expands to include 49 bottlers, reaching almost 25 million people.

1927 • Coca-Cola is first distributed in Bermuda, Colombia and Honduras.
• Coca-Cola also is introduced in Haiti. Today, the local Coca-Cola bottler, Brasserie de la Couronne, has installed a world-class electrical power plant facility, as electrical shortages can be common in Haiti.
• At Christmas, the Coca-Cola plant in Havana, Cuba, makes a donation to a women's charity.

1928 • Coca-Cola is first distributed in Antigua. Today, our bottling partner there is Antigua Brewery Ltd.
• Coca-Cola is introduced in Dominican Republic.
• Coca-Cola is introduced in Jamaica.

1930 • Uruguay hosts the first FIFA World Cup™, before Coca-Cola is bottled in the country.

1931 • Coca-Cola is introduced in Curaçao.

1935 • In the first use of celebrity advertising in Latin America, film star Lupe Valez is featured on posters in Mexico.

1936 • Coca-Cola is first distributed in Guatemala, and then is introduced in Peru on New Year's Eve 1936.
• Coca-Cola is introduced in Bahamas. Today, the Caribbean Bottling Co. in Bahamas distributes Coca-Cola product to the 700 islands in the Bahamas Commonwealth.

1938 • Coca-Cola is introduced in Guyana, Suriname, and Trinidad and Tobago.
• A lighted outdoor spectacular sign is erected in downtown Mexico City for the first time.

1939 • Coca-Cola is first introduced in El Salvador and has been sold without interruption in the country since.

1940 • The first coin-operated vending equipment is used in Mexico.

1941 • Coca-Cola reaches Brazil informally, through the state of Pernambuco, to quench the thirst of soldiers who sailed around the "Corridor of Victory," a stop for ships on their way to Europe during World War II.
• The first Coca-Cola plant at La Paz, Bolivia, opens.
• Coca-Cola is introduced in Chile with the opening of plants in Santiago and Valparaíso.

1942 • The first Coca-Cola bottling plant in Brazil begins operations in Rio de Janeiro.
• Coca-Cola is first distributed in Costa Rica. Today, there is a Hi-C plant in the country which produces for local consumption and exports its products to Nicaragua, Guatemala and El Salvador. This Hi-C plant is the only one established in Latin America.
• Coca-Cola is introduced in Ecuador with the opening of Guayaquil Bottling Company, a plant on the country's tropical coast.
• Coca-Cola also is introduced in Argentina, with the opening of a bottling plant in Buenos Aires; a second plant opens in Córdoba in 1944.

1943 • Coca-Cola is introduced in Uruguay, and on December 5, 1943, a full-page newspaper ad announces the sale of Coca-Cola "produced in Uruguay for the first time."
• Coca-Cola is introduced in St. Lucia.

1950 • Brazil hosts the FIFA World Cup™, and The Coca-Cola Company first uses stadium advertising at the matches. Throughout World War II, the Italian Vice President of FIFA, Dr. Ottorino Barassi, saves the FIFA World Cup™ trophy by hiding it in a shoe box under his bed.

1955 • After Hurricane Hilda hits Tampico, Mexico, Coca-Cola employees assist in rescue operations.

1956 • The Porto Alegre, Brazil, bottler aids flood victims by creating a large fundraising drive. Included in the campaign is a show staged in the city's theater, with all proceeds benefiting the flood victims.
• Coca-Cola is first distributed in St. Kitts. Today, our bottling partner there, St. Kitts Bottling Co. Ltd., employs 63 people.

1959 • Coca-Cola is introduced in Dominica. Today, our bottling partner there is Josephine Gabriel & Co. Ltd.

1960 • Coca-Cola is first distributed in Grenada.
• The Honduras bottler provides coin cooler machines to the president of the Anti-Tuberculosis League, with all profits from the coolers benefiting the League.

1961 • Coca-Cola is introduced in Belize and becomes the first international soft drink franchised there.

1962 • Chile hosts the FIFA World Cup™ and Brazil beats Czechoslovakia 3-1 in the final in Santiago.

1963 • Malnourished children in the north of Peru receive milk through the Trujillo Coca-Cola bottler.

1964 • An anti-polio drive begins in Buenos Aires, Argentina. The Company disburses 1 million doses of oral anti-polio vaccine. The vaccine is distributed in 16 hours to almost 300 stations with the support of 2,000 volunteers.

1965 • When several areas in Chile are destroyed by a severe earthquake, the Coca-Cola system donates product and pre-fabricated houses and uses delivery trucks to move the materials to the impacted areas.

1966 • During February and March, several Argentine provinces flood, creating a massive loss of livestock, crops and homes. Coca-Cola bottlers donate food, clothing and money to the victims of the disaster, and Coca-Cola and Columbia Records sponsor a concert to encourage donations of clothing and food.

1967 • The first Coca-Cola bottling plant in Paraguay is established.

1968 • The 1968 Olympic Games take place in Mexico City. Coca-Cola produces a Spanish-English phrase book for the visiting fans and uses specially designed "space packs" to dispense drinks to thirsty fans. The space packs are so popular they are featured on local television.

1969 • In July, Coca-Cola co-sponsors the first truly international telecast – the moon landing. Mexico helps people in nine countries see the Apollo XI Moon Shot via satellite. This historic broadcast marks an important "first" for Coca-Cola: It is the first product of its kind ever advertised on international television.

1970 • In Montevideo, Uruguay, a Coca-Cola bottler stages a two-hour parade with Santa Claus and the Three Kings, to the delight of 150,000 spectators; the parade is broadcast over the radio.
• Mexico hosts the ninth FIFA World Cup™, which becomes a major TV spectacle. To fit with television requests, some matches kick off at 12 noon – an unpopular decision because of the intense heat at that time of day. At the matches, Coca-Cola no longer simply displays its trademark for viewers, but instead uses language to connect Coca-Cola to football by developing unique Spanish-language phrases such as "Coca-Cola, la Setentacional" ("Coca-Cola, the seventy-sational").

1978 • Argentina hosts the FIFA World Cup™, and support from the fans helps carry the home team to victory over the Netherlands in the final.

1986 • The 13th FIFA World Cup™ takes place in Mexico, which becomes the first country to host the competition on two occasions. Coca-Cola builds on the human waves formed by fans throughout the stadium by running TV spots featuring human waves or "olas" (waves), and connecting those "olas" to the FIFA World Cup™ with "Coca-Cola, la Ola del Mundial."

1999 • The Coca-Cola Company and Corporación Inca Kola announce the formation of a strategic partnership to market and distribute Inca Kola brands in Peru.

2006 • The first global FIFA World Cup™ Trophy Tour by Coca-Cola visits Argentina, Brazil, Colombia, Costa Rica, Ecuador, Mexico, Paraguay, and Trinidad and Tobago as part of a tour of 31 cities in 29 countries.
• The Coca-Cola Company and our Latin American bottling partners celebrate the centennial of their operations in Latin America.



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