

Coca Cola's Mission ...

our Roadmap starts with our mission, which is enduring.
It declares our purpose as a company and serves as the standard
against which we weigh our actions and decisions.

Coca Cola's Mission (OD. Point/Purpose/Potential) ...

to refresh the world ...

to inspire moments of optimism and happiness ...

to create value and make a difference

Coca Cola's Core Value (1D) ...

inspire **creativity, passion, optimism** and **fun**

Coca Cola's ...

contour bottle

1915



1954









Claim: Inspiration for the contour bottle's design came from the shape of the cocoa "bean".

Status: False - This is an error commonly made. The inspiration actually came from the cocoa "pod". The cocoa beans are found inside the cocoa pod as seen in the illustration below.





DESIGN.

A BOTTLE FOR
SODA WATER

Patented 1904.



W. H. Wood
A. S. ...
J. M. Pitt

UNITED STATES PATENT OFFICE.

WILLIAM WOOD, OF THE CITY OF PHOENIX, ARIZONA, ASSIGNOR BY HIS LAST WILL AND TESTAMENT TO THE NATIONAL BOTTLE COMPANY.

DESIGN FOR A BOTTLE OF WOOD'S ...

Specification for Design. Filed August 15, 1904.

Be it remembered that I, William Wood, do hereby certify that the design herein shown is a new and original design for a bottle of soda water, and that I am the author of the same.

WILLIAM WOOD.



DESIGN.

A. SAMUELSON.
BOTTLE OR SIMILAR ARTICLE.
APPLICATION FILED AUG. 19, 1915.

48,160.

Patented Nov. 16, 1915.

FIG. 1.



FIG. 2.



Witness:
W. H. Kocenas

Inventor

A. Samuelson

By

J. M. Pitt

Attorney

Dec. 25, 1923.

Des. 63,657

C. J. ROOT
BOTTLE
Filed Feb. 4, 1922

Fig. 1.

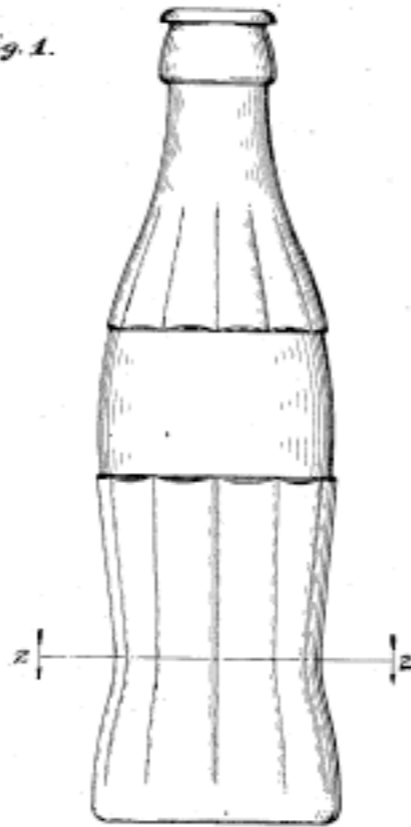


Fig. 2.



Inventor
Chapman J. Root,

214

Arthur M. Hood
Attorney

Aug. 3, 1937.

E. KELLY
BOTTLE
Filed March 24, 1937

Des. 105,529

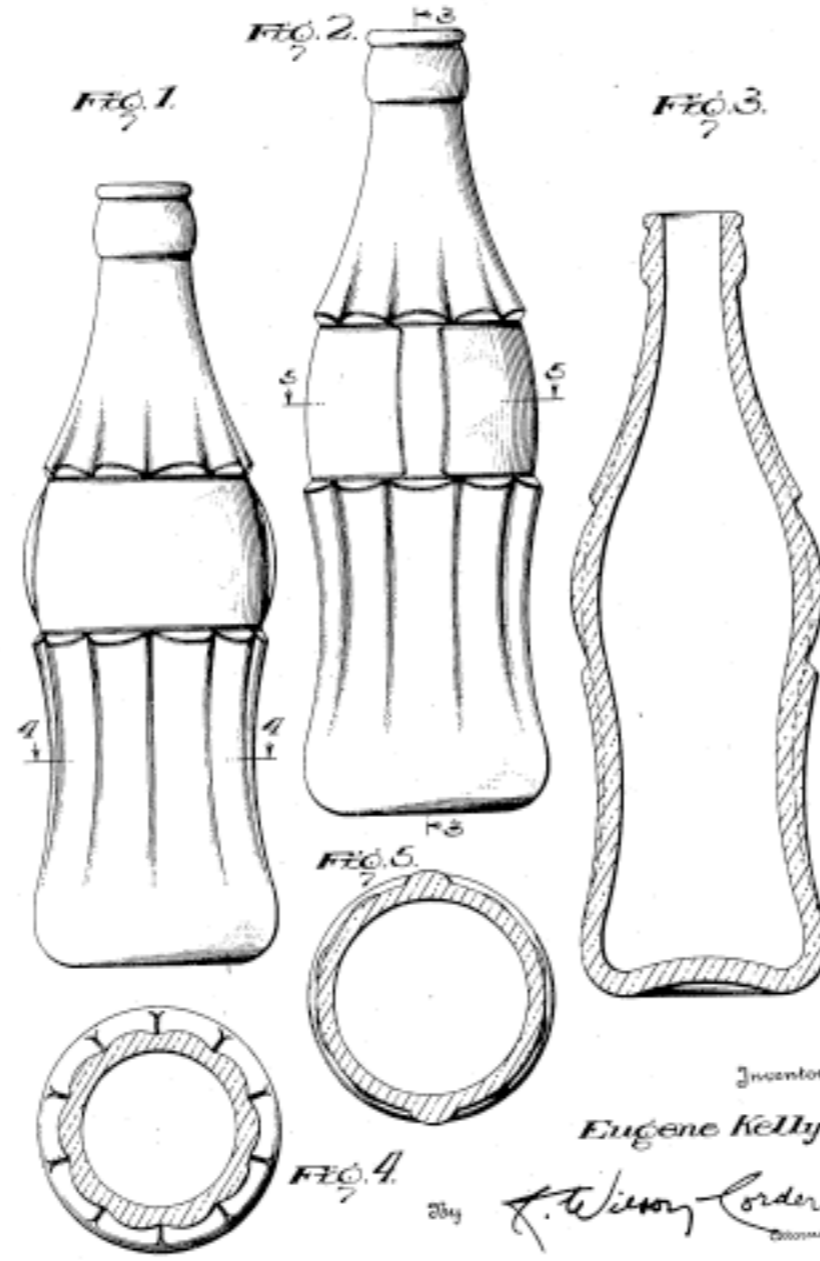






figure a; the cocoa pod

