

**"Did You Know!"** is a series of interesting events and changes to the ISBT and the beverage industry. If you have an ISBT insight or a "Fun Fact", send it in to [tom@isbt.com](mailto:tom@isbt.com)

## Did You Know about the ISBT?

**Encyclopedia Britannica:** SSDT Executive Director Harry Korab was an author in this encyclopedia with an article on beverage production.

## Did You Know about the Industry?

**Orange Juice:** Brazil is the world leader in orange production, producing about half of the world's orange juice and approximately 80% of the world's orange concentrate.



**Sun Drop:** Sun Drop was developed in Missouri by Charles Lazier, a salesman of beverage concentrates. While riding around town in the family car, Lazier quickly scribbled a recipe for a new soft drink on a small piece of paper which he handed to his son, Charles Jr. The younger Lazier worked as a lab technician at his father's plant, and soon began work on the formula. Two years later, Sun Drop Cola, a golden cola without caramel coloring, debuted at the American Bottlers of Carbonated Beverages Conference in Washington, D.C. The Sun Drop formula was patented on April 15, 1930. In 2008, Keurig Dr Pepper, acquired the rights and currently produces Sun Drop.

**Exemptions:** During prohibition in the US, an exemption was made for whiskey prescribed by a doctor and sold through a pharmacy. The Walgreens pharmacy chain grew from 20 retail stores to almost 500 during this period, from 1920 to 1933.



**Why Coke is Red:** In the 1890s, Coca-Cola was sold in barrels at American drug stores and pharmacies. Alcohol was distributed in the same way. But while alcohol was taxed at the time, soft drinks were not. So, the Coca-Cola Company began painting its barrels red in order to help customs and tax officials distinguish them from barrels of booze.

**Cocktails:** An alcoholic mixed drink that contains two or more ingredients is referred to as a cocktail. There is a lack of clarity on the origins of cocktails. Traditionally, cocktails were a mixture of spirits, sugar, water, and bitters. By the 1860s, however, a cocktail frequently included a liqueur. The term is now often used for almost any mixed drink that contains alcohol, including mixers, mixed shots, etc.



**Different:** Lemons float, but limes sink

**Coffee Beans:** The most popular origin story of the coffee bean starts with Kaldi and his goats in 700 AD. Kaldi was an Ethiopian (formerly Abyssinia) goat herder. He stumbled upon his goats acting quite strange - they were dancing! He discovered that they were eating red berries and concluded that this fruit was the cause of this odd behavior.

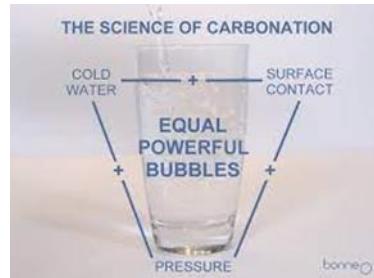


## Did You Know about Beverage Gases?

**Carbonation:** Carbonation is measured as GV (gas volume), indicating the amount of carbonated gas contained in a beverage. Under normal conditions, 1L of liquid containing 1L of dissolved carbonated gas is called 1GV.

**Carbonation Levels:** Soft drinks typically range in the 3.5 to 4.0 volume level, while Champagne can be over 5 volumes.

**CO2 Benefit:** CO2 will impede the growth of microorganisms and prolong the shelf life of soda water.



**Nitrogen in Tires:** Nitrogen in tires has been used in race cars for a long time, and now is being offered by some car dealers. So why use 100% N2 vs. air (78% N2, 21% Oz, and 1% miscellaneous gases)? 1) N2 is a less dense gas, not as reactive as O2, has the moisture removed so it does not expand / contract as much as air, and reduces corrosion risk, 2) If you are familiar with your plant's compressed air system, you know it has extensive dryers and filters to take out the moisture.



Normal tire filling equipment does not have moisture removal, and the moisture can affect the tire / wheel's steel components, 3) N2 does not permeate thru the tire rubber as fast as air, reducing the frequency of checking. For the average driver, the benefits may not be that valuable, but for a race car, every advantage can be important.

- **Interested in Beverage Gases?**

- Join the Beverage Gases Technology Committee. Contact Bob Yeoman at [bob.yeoman@brcompliance.com](mailto:bob.yeoman@brcompliance.com)
- Take the Complete Beverage Gases course at <https://www.isbt.com/isbt-beverage-institute.asp>