



"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

Did You Know About the ISBT?

Trade Exporter of the Year: Former ISBT President Gary Robson's company **Sure Purity** is a finalist for the Lloyds Bank British Business Excellence Awards in Partnership with the Department of International Trade.

Did You Know About the Industry?

Soft drinks: Some of the most popular beverages in the world, the first marketed soft drinks (non-carbonated) appeared in the 17th century. They were made from water and lemon juice sweetened with honey. The first *carbonated* soft drinks appeared in late 18th century. Today, over 34 billion gallons of soft drinks are sold in over 200 countries each year. Soft drinks are called "soft" because they don't contain alcohol. Often generically used to refer to carbonated beverages, they are called by many other names; the most popular are soda, pop, coke, soda pop, fizzy drinks, carbonated beverage, or the trade name of Carbonated Soft Drinks (CSD).



Harvest: The time of year from September to December was originally known as *harvest*, but *autumn*, a word dating back to the late 1300s, became more popular. The word *fall* appeared in the 1600s, likely stemming from "the fall of the leaves". In the 1800s, America and Britain took unofficial stances on the usage of these words: *fall* became the word of choice in the U.S., and *autumn* in Britain.



Dairy Products: It is estimated that humans have consumed dairy products from cows, sheep, and goats for at least 10,000 years. Archaeological evidence from as far back as the Neolithic revolution (8,000 BC), points to the use of milk in Europe, the Middle East, Africa, and Asia.



Ski Soda: The formula for *SKI Citrus Soda* was perfected on August 10, 1956 in Chattanooga, Tennessee, at *The Double Cola Company* headquarters. SKI was registered two years later in May of 1958. The Double Cola Company held a contest for employees to name the new product. An employee named Dot Myers was inspired by a weekend ski trip on Chickamauga Lake and submitted the name "SKI". It's a lightly carbonated citrus-flavored soda with lemon and orange as the two main flavorings, a combination that offers a unique taste not seen in any other soda on the market today.

Like Cola: This was an unsuccessful cola soft drink, introduced by the 7 Up company (then under the ownership of Philip Morris) that appeared in the American market in 1982. Its slogan was "Made From the Cola Nut." *Like Cola* was one of the first attempts at a low-caffeine cola, containing only 1% caffeine. The name was discontinued in 1989. Because several 7 Up bottlers also distributed colas such as Coca-Cola, Pepsi-Cola, and eventually 7 Up sister drink RC Cola (which introduced another caffeine-free cola, RC 100, in 1980), they refused to distribute *Like Cola*, thereby limiting its availability.



Mountains vs. Hills: According to the U.S. Geological Survey, there is no official difference between hills and mountains. The United Kingdom and the United States historically defined hills as summits less than 1,000 feet, but both countries abandoned that distinction in the mid-twentieth century. Often, they are named by their discoverer as either a hill or mountain.

Did You Know about Retail and Fountain?

Vending Machines: Japan is thought to have one of the highest densities of vending machines in the world, with one for every 40 people in the country. While most sell various types of beverages, others feature ice cream, noodles, and disposable cameras!



Slurpees: In 1959, the soda fountain in Omar S. Knedlik's Kansas Dairy Queen franchise often malfunctioned, so he started storing his soda in the freezer instead. Customers loved the semi-frozen pop (the high sugar content means that the soda does not completely freeze), and began requesting it.



Realizing he had a slushy phenomenon on his hands, Knedlik began tinkering with a car air conditioner and eventually created an all-in-one machine that could create the drinks. He called it the **ICEE**.

In a May 1966 brainstorming session with 7-Eleven's ad agency, director Bob Stanford was drinking the product through a straw when he commented that it made a "slurp" sound as it was coming through the straw, and the "Slurpee" was born. By the 1970s, there was a Slurpee machine in every 7-Eleven in the country.



Soda Fountain Patent: The soda fountain patent was first granted to U.S. physician Samuel Fahnestock (1764–1836) in 1819. His invention was barrel-shaped with a pump and spigot to dispense carbonated water, and the device was meant to be kept under a counter or hidden elsewhere. Later improvements created a device to sit on the counter.



Soda Fountains: The four most successful manufacturers of soda fountains—Tuft's Arctic Soda Fountain, A.D. Puffer and Sons of Boston, John Matthews and Charles Lippincott—created a monopoly of the soda fountain manufacturing business by combining to form the American Soda Fountain Company in 1891.

Colors: As beverage companies fine-tuned their logos and color schemes over the years, the vending machines (coolers) reflected those changes.



• Interested in Retail Equipment and Fountain Technology?

- Join the Retail Equipment and Fountain Technology Committee. Contact Katy Magee at kmagee@lancercorp.com
- Want to get involved in Retail Equipment and Fountain Technology? Volunteer to be active and fill an opening in sub-committee chairs and other activities. Contact Kathy Magee at kmagee@lancercorp.com
- Take the Beverage Institute Course on Sanitation for Fountain Beverages at <https://www.isbt.com/isbt-beverage-institute.asp>