



"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)

**Killer Coolers:** Vending machines are bigger threats to humanity than sharks. A 1995 study found that at least 37 deaths due to falling vending machines, while sharks only average 10 deaths world-wide a year.



**Be careful who you drink with:** In Alaska, you cannot legally give alcohol to moose; in Ohio, it's fish



**Smokey the Bear:** He had his own ZIP code, had a stamp issued, and would get Christmas cards.

Click on the link below to learn more interesting facts about [Beverages](#) and [Fountain & Vending](#)

### Did You Know about the ISBT?

**ISBT:** To assist in public outcry on the sanitation of fountain beverages, the ISBT created the [Sanitation for Fountain Beverages](#) course.

### Did You Know about the Industry?



**Santa Claus:** Christmas as a religious celebration is believed to have been celebrated in 336 AD, but as a regular occurrence began in 4<sup>th</sup> Century AD. Many cultures had winter solstice timeframe celebrations such as Yule in Scandinavia, where a giant yule log was burned continuously and Roman Sol Invictus. These many backgrounds created many names and images for Santa Claus (Father Christmas / Kris Kringle / St. Nicholas) with images from an elf to an old man.

In 1931, Coca-Cola commissioned Haddon Sunblom to create a Santa for Christmas advertising. The advertising was so successful, that the Coca-Cola Santa is the most recognized image of Santa.

**Hot Chocolate:** A popular beverage during the winter months, originated in Spain during the 1600's, consisted of ground cocoa beans, water, wine, and chili peppers. Spain is now fourth worldwide in per-capita consumption (76.6 cups). Ahead of Spain are #1 Portugal with 100.2 cups per year, then Finland (90.1 cups) and Colombia (84 cups).



**What is a Tree:** Banana trees aren't trees. A tree is made of wood, and a banana plant is made of fibers. This makes banana plants technically an herb.

**Fake Scent:** A lot of places use a fake coffee scent -- Many popular coffee companies actually use fake coffee smells to entice people into their store. Some places even inject coffee aroma into custom paper coffee cups and other containers to provide a fresher coffee smell.

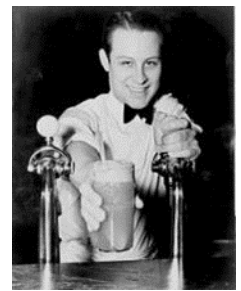
**Meteorites:** Meteorites are meteors that survive going through Earth's atmosphere and land on the ground.



### Did You Know about Fountain Beverages?

**Soda jerk (or soda jerker):** An American term used to refer to a person — typically a young man — who would operate the soda fountain in a drugstore, preparing and serving soda drinks and ice cream sodas. The drinks were made by mixing flavored syrup, carbonated water, and occasionally malt powder over either ice or a few scoops of ice cream. The drink would then be served in a tall glass with a long-handled spoon, most commonly known as a "soda spoon", and drinking straws.

Soda jerks were relatively common in the United States from the 1920s until the late 1950s; the occupation essentially no longer exists, due to economic and social trends.



The position was coveted and was commonly only awarded after protracted menial labor in the store. Soda jerking was dominated by popular young men with loud personalities and good people skills because of the popular environment and "cool" association. These boys who worked at the shops were expected to serve the drinks and also socialize and entertain the guests.

Generally, soda jerks wore iconic white paper or cloth caps called "soda jerk caps", button-up shirts with a bow tie and an apron as their uniform. The archetypal soda jerk as "a consummate showman, innovator and freelance linguist ... the pop culture star of the Gilded Age".



**Drugstores and Beverages:** The practice of operating a soda fountain in a drugstore reached its peak popularity in the 1940s but was popular from the 1920s through the 1950s.

The proliferation of ice cream parlors declined as drive-ins and walk-up fast-food stands grew in popularity, and grill and fry cooks replaced soda jerks. Some modern theme diners are styled after establishments in the 1950s and include a soda jerk, along with retro jukeboxes and booth seating. Mixed soda drinks in the form of dirty soda have seen

a notable reemergence since the mid-2010's in modern establishments.

**Fountain at Home:** Soda Stream was invented in England.



**Egg Cream:** According to culinary lore, the first egg cream was the accidental invention of Louis Auster, a late-19th- and early-20th-century candy shop owner in New York's Lower East Side. Auster's sweet treat arrived in the 1890s, at a time when soda fountains had started selling fancier drinks, and it was a hit — the enterprising inventor reportedly sold upwards of 3,000 egg creams per day by the 1920s and '30s. However, Auster kept his recipe well-guarded; the confectioner refused to sell his formula, and eventually took his recipe to the grave. The origins of the drink's name have also been lost to time.

Some believe the name "egg cream" came from Auster's use of "Grade A" cream, which could have sounded like "egg cream" with a New York accent. Another possible explanation points to the Yiddish phrase "echt keem," meaning "pure sweetness."

Regardless of the misleading name, egg creams are once again gaining popularity in New York, though you don't have to be a city dweller to get your hands on the cool refreshment. Egg creams can be easily made at home with just three ingredients: milk, seltzer, and chocolate syrup.

### **About Fountain and Retail Vending Training?**

- Take the Beverage Institute course Fountain Sanitation at <https://www.isbt.com/isbt-beverage-institute.asp>