

The Coca Cola story

Coca Cola sells its **soft drink** to more countries around the world than any other company.

The sugary black soda drink was first created in 1886 in Atlanta, Georgia. The company started **expanding** in its early years and by 1900 it had spread to Asia and Europe.

Throughout World War II American soldiers were **provided** with Coca Cola and at that time it was **manufactured** in over 60 factories around the world. It became a **global** symbol of America. Not everyone, however, welcomed Coca Cola. In the 1950s the French **captured** trucks full of bottles and **smashed** them against the ground.

During the Cold War Coca Cola became a symbol of capitalism and the free world. It was not allowed in the Soviet Union; however, in 1979 it became an official sponsor at the 1980 World Ice Hockey Championships in Moscow. After Mao Zedong had died, China opened itself to the west and after ten years of talks Coca Cola became officially allowed for the first time in the Communist era. East Germans provocatively drank Coca Cola after the Berlin Wall came down when Communism **collapsed** in the country in 1989.

In the Middle East the company fought hard to get back into the market after it had been **banned** in Arab countries. This **came about** because Coca Cola sold their product to enemy Israel as well. As a result, Pepsi became more popular and **dominated** the Arabian market.

Recently Coca Cola has been allowed **on sale** again in Myanmar, after sixty years of **absence**. The trade **embargo** was **lifted** as the government started to move towards democracy.



Ex.1 Match the words and expressions in bold from the text with these definitions:

1. _____ = not being present
2. _____ = not allowed
3. _____ = happened
4. _____ = got control of something
5. _____ = stopped existing in a dramatic way
6. _____ = became number one
7. _____ = growing
8. _____ = in the whole world
9. _____ = no longer existng
10. _____ = produced
11. _____ = here: in shops so that you can buy it
12. _____ = given
13. _____ = destroyed
14. _____ = a drink that does not have any alcohol
15. _____ = when a country orders its people and companies not to trade with other countries

Ex.2 Combine the words from the two columns to form collocations as in the text:

- | | |
|---------------|---------|
| 1. soft | allowed |
| 2. global | drink |
| 3. official | embargo |
| 4. officially | sponsor |
| 5. trade | symbol |

I know English idioms!

The topic of this lesson is Coca Cola – a very popular kind of soft drinks. Not so popular though to have become subject of idioms. Contrary to another, even more popular drink: tea. This one IS used in the very common idiom: sth is not my cup of tea, which just means that I don't like something.

Are English idioms YOUR cup of the? 😊

Phrasals, phrasals...

This lesson's reading text contains two phrasal verbs based on the verb "come": come about and come down. As we already know their meaning, let's see some other examples of how to use them:

- A lot of trees came down in the storm.
- House prices have come down recently.
- Inflation is coming down.
- The questions is how the problem came about at all.
- The change finally came about three years later in 1982.
- A good deal has come about by word of mouth.

Grammar corner

(...) it had been banned in Arab countries

Recently Coca Cola has been allowed on sale again in Myanmar.

The underlined fragments of these sentences from the reading text are in the passive voice. However, their form is quite complicated as these are perfect tenses (past and present perfect).

Try and complete these sentences with perfect forms of the passive voice:

1. I (already / inform) _____ about the changes.
2. She (not/give) _____ the final answer yet.
3. We (invited) _____ to their party recently.
4. They (promise) _____ better conditions of employment.

| GLOSSARY | |
|--------------------------|-----------------------|
| soft drink | napój bezalkoholowy |
| sugary | słodki |
| to expand | rozmagać się |
| to spread | rozprzestrzenić się |
| throughout | przez, na przestrzeni |
| to provide | zapewnić, dostarczyć |
| soldier | żołnierz |
| to manufacture | wytwarzać |
| factory | fabryka |
| to welcome | powitać |
| to capture | schwytać, przechwycić |
| truck | ciężarówka |
| to smash | roztrzaskać |
| ground | ziemia |
| to be allowed | być dozwolonym |
| Soviet Union | Związek Radziecki |
| championships | mistrzostwa |
| talks | rozmowy, negocjacje |
| provocatively | provokacyjnie |
| to come down | runąć |
| to collapse | zawalić się |
| the Middle East | Bliski Wschód |
| to fight (fought) | walczyć |
| to get back | wrócić |
| to be banned | być zakazanym |
| to come about | wydarzyć się |
| enemy | wróg, wrogi |
| to dominate | zdominować |
| on sale | w sprzedaży |
| absence | nieobecność |
| trade | handel |
| to be lifted | znieść |
| government | rząd |
| to move towards | iść w kierunku |
| democracy | demokracja |

ANSWER KEY

Ex.1

1. **absence** = not being present
2. **banned** = not allowed
3. **came about** = happened
4. **captured** = got control of something
5. **collapsed** = stopped existing in a dramatic way
6. **dominated** = became number one
7. **expanding** = growing
8. **global** = in the whole world
9. **lifted** = no longer existing
10. **manufactured** = produced
11. **on sale** = here: in shops so that you can buy it
12. **provided** = given
13. **smashed** = destroyed
14. **soft drink** = a drink that does not have any alcohol
15. **embargo** = when a country orders its people and companies not to trade with other countries

Ex. 2

1. soft drink
2. global symbol
3. official sponsor
4. officially allowed
5. trade embargo

Ex. Grammar corner

1. have already been informed
2. hasn't been given.
3. have been invited
4. have been promised