

Evolution of the Coca-Cola Bottle, 1915-Present

Go to: <http://www.coca-colacompany.com/chronology>.

Click through the slideshow, looking at the change in bottle design over time and the descriptions provided.

1. How did the shape of the container change over time?
2. In addition to changes in the bottle's shape, identify other changes to its appearance.
3. What are some of the reasons that Coca-Cola changed its bottle design?



4. Draw your own Coca-Cola bottle design for use today. Why did you choose this design?

5. Why do you think that Coca-Cola included images of products made from recycled bottles in this slideshow?

6. Can you think of any other products whose packages have changed over time?

