

## World Of Coca-Cola

In 1886 Jacob's Pharmacy, a small drugstore in Atlanta, began selling a new headache and hangover tonic called 'Coca-Cola'. In 1891, entrepreneur Asa Candler paid \$2,300 to acquire the rights of what is now the world's most valuable brand. The following year he founded the Coca-Cola Company. The five-storey multi-million Dollar pavilion is more than just a museum dedicated to Coca-Cola; it is an entire soft-drink experience. Thousands of Coke objects, trivia and memorabilia are contained among the interactive exhibits in this building, backed up by commercials, radio jingles, 4-D screen shows in stereo and plenty of neon lighting. Visitors can enjoy a two-hour tour on the 114-year history of Coke, culminating in a satisfying tasting session.

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