

Vanguard

SODA

POP
Culture

Sodas Around the World

Asya Morosov, SPORTS CO-EDITOR
Vanessa He and Suroor Menai,
CONTRIBUTING WRITERS

Ramune

Opening a soda just requires opening the bottle cap or tab, right? Well, Ramune can only be opened by pushing a marble into the bottle. Despite being a Japanese soda, Ramune was invented by Alexander Cameron Sim, a Scotsman, while he was living in Japan. Sim was believed to have created this soda drink to prevent cholera, though some disagree and believe he based it off of lemonade. Nowadays, what sets Ramune apart from other soda is its “Codd-neck bottle,” which prevents the carbonated soda from going flat. Now, there are several flavors of Ramune being sold worldwide, such as lychee, peach, or melon, and unusual flavors such as corn soup, curry, and kimchi available online. The original Ramune flavor with tastes of refreshing lemon-lime, has still remained one of the most popular flavors.

Kombucha

Kombucha is made in many different ways, from the commercial fermentation of tea leaves to the more traditional use of mushrooms and fungus. It comes in many different flavors as well, but all have a distinct vinegary undertone. Although it can be hard to get used to, its health benefits have made it a very popular drink. Kombucha is first mentioned in records from the Qin Dynasty. Lauded as the drink of immortality, kombucha was especially popular with Emperor Qin Shi Huang. Its health benefits were well-researched and the beverage quickly became prevalent throughout the kingdom. As the Silk Road was established, kombucha traveled out of East Asia. Notably, it went to Russia and Central Asia, where it became an important part of daily life, with medical records like the “Domostroi” stating that it could heal indigestion and other illnesses. In the 20th century, kombucha finally made its way to the United States, where it was popularized by brands like Synergy that still fill shelves today. Although it may not be an elixir of immortality, kombucha has been proven to help strengthen the immune system and improve gut health.

Jarritos

Jarritos are a well-known type of soda that you’ve most probably seen before when grocery shopping or out on the street. Jarritos originated in Mexico in 1950, but have since spread globally. They are usually packaged in clear bottles and come in many different flavors, but some of their most popular options are guava, mango, and lime. Even though Jarritos are known for their fruity flavors today, the original inventor, Francisco Hill, centered his focus on a coffee flavor. Hill was generally very unconventional with his sodas, but they almost always ended up becoming a staple. For example, he was the first person to ever make a tamarind soda. Once he made the transition from well-known flavors to tamarind, it instantly became a hit with recurring customers. The Jarritos brand is also very focused on their ingredients, making it a point to only use natural sugars and flavors. Overall, Jarritos are a soda that have evolved many times, and in many aspects, but still remain tasty and refreshing to everyone.

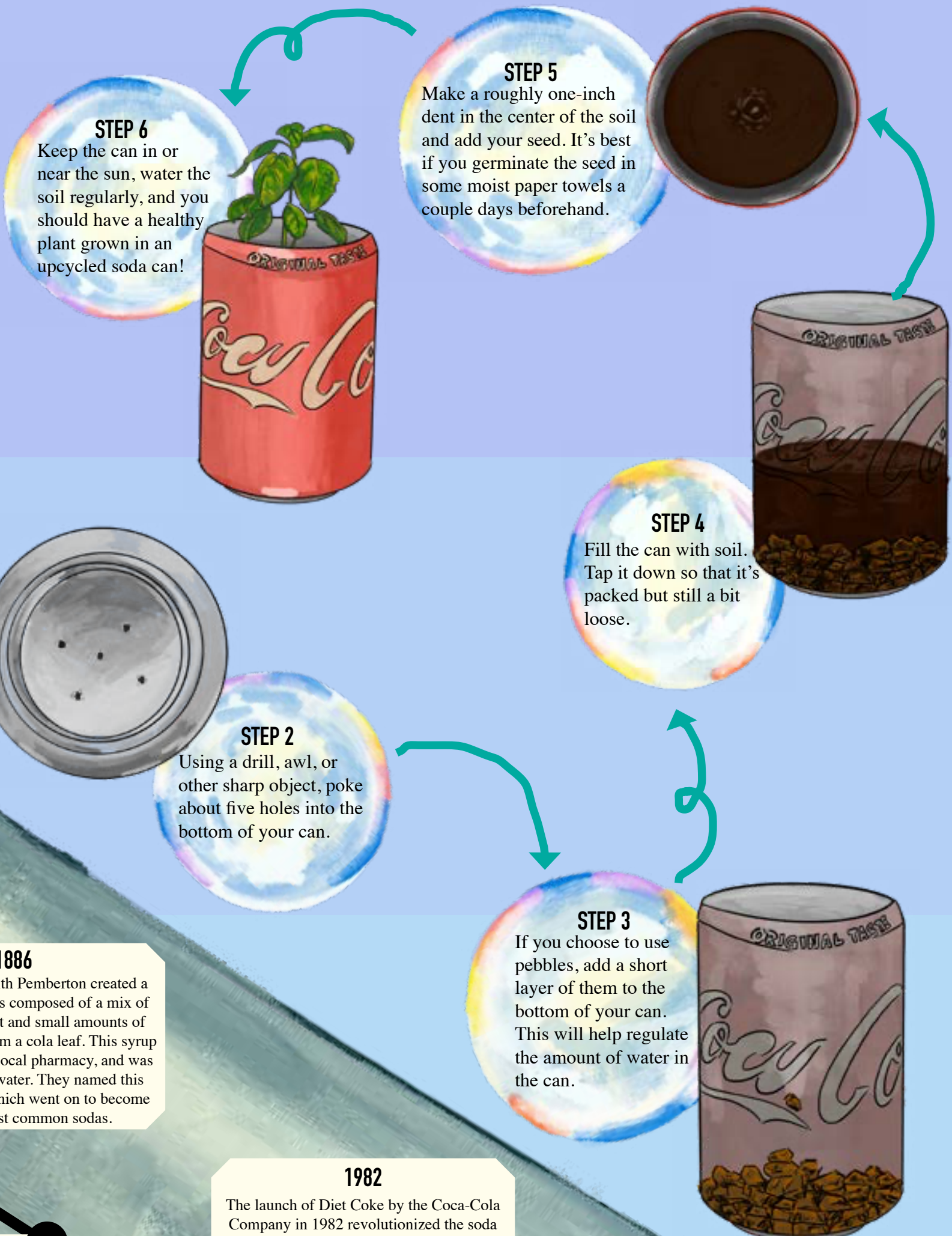
graphics: **Emily Kim**

CAN CRAFTS

Ayush Shrivastava, ONLINE CO-EDITOR and Chloe Zhao, OPINIONS CO-EDITOR

We generate a lot of waste in our lives. Metal cans especially can generate a hefty carbon footprint; its metals are first mined from the earth, often eroding its surrounding geography, then refined and shaped with fossil fuels, and finally coated in plastics. According to the Container Recycling Institute, although the aluminum industry has come a long way in reducing greenhouse gas emissions from the smelting process itself, the worldwide quantity of aluminum-related greenhouse gasses has continued to rise due to increased demand.

It might seem like these issues can't be addressed by the average person, but there's actually a lot we can do as consumers to slow or even prevent this buy-throw cycle. You can always embrace minimalism and avoid buying more than you need. Recycling is, of course, always an option. But there's also a third thing you can do: upcycle! Through upcycling, we can not only slow down the flow of trash into our ecosystems and put less strain on important resources, but also save money by utilizing what we already have at hand. Here's a way you can upcycle a used soda can! Check out more ways on the Tower website.



HISTORY OF SODA

Joy Chen and Aarna Dharmavarapu, CONTRIBUTING WRITERS

COLA WARS

Jessica Chen and Will Pitman, CONTRIBUTING WRITERS

Amidst the phasing out of hippies, growth of the bell bottom jeans, and larger-than-ever perm updos of the 1970s and 1980s, two companies — Coca-Cola and PepsiCo — were battling a business feud that left a permanent mark on American culture. Inducing the age old question: what's better, Coke or Pepsi?

This war started nearly a century before the 1970s, with the founding of both companies. A pharmacist in Georgia invented cola in the mid 1880s, and several years later, the Coca-Cola Company was founded. Not much later, another pharmacist invented "Brad's Drink," a similar sugary drink to Coca-Cola. Seeing the early success of Coca-Cola, "Brad's Drink" rebranded to the now known Pepsi-Cola Company.

A century later, Coca-Cola was outdoing Pepsi-Cola in almost every respect. Coca-Cola's use of literal cocaine (until 1929) as well as an exponentially larger brand name caused the odds to be stacked heavily against Pepsi. Still, Coca-Cola, America's favorite "pop," continued an all-out campaign against PepsiCo, a rising star. But why was this? Well, in the 1980s, one thing was plaguing the frontrunner: it, scientifically speaking, tasted worse.

During this time, PepsiCo released several ads of people blind taste-testing Pepsi versus Coca-Cola, and the results were astoundingly in favor of PepsiCo. That being said, the "journalism" pictured in ads was not exactly credible — several sources described that PepsiCo handed out Coca-Cola at much colder temperatures, which weakened the taste. But, after numerous reliable journals investigated this debate and did their own trials, even Coca-Cola's president agreed with the simple fact: Pepsi (generally speaking) tastes better.

In turn, Coca-Cola pivoted, and in a controversial decision they announced "New Coke," with a formula mimicking the sweeter and more syrupy taste of Pepsi. However, fans of Coca-Cola were far from happy. Specifically in the south, "classic-Coke drinkers" detested the switch and decided to boycott, protest, and even call Coca-Cola itself to express their disappointment. In some of these calls, a psychiatrist, who was answering the phone, determined that they discussed the change similar to if they were discussing the death of a family member. One New Coke protester said: "My oldest daughter is 22. Her first word was 'coke.' Her second was 'mommy.'" PepsiCo wasn't silent either. Maliciously targeting the lack of public support, they mocked Coke's switch. In one ad, a first-time Pepsi drinker exclaimed: "Now, I know why Coke did it!"

Thus, just three months after New Coke was announced, with mounting backlash, Coca-Cola went back to its older, less tasty, but ultimately more iconic recipe. As expected, people returned to the brand in swaths, and funnily enough, the switch back to the "Classic Coca-Cola," resulted in an overall net sales increase of Cola again (even counting the previous three months of subpar sales from New Coke).

Forty years later, PepsiCo and Coca-Cola have not entirely relented. Oscillating through periods of harmony and fierce competition, the past few decades are filled with examples of the Cola Wars. Like an animated ad in 2012, where a can of Coca-Cola fought off a city filled with Pepsi. Or, during the Super Bowl in 2019 when Pepsi smothered Atlanta, Coca-Cola's founding town, in promotional material.

It's clear that until either company submerges, this war will never end. But until then, we, the American public, can enjoy it — two multibillion dollar corporations and their silly schemes at getting people to buy cola.

1767
The first version of soda was created by Joseph Priestley, an English chemist. Aiming to replicate natural mineral water, which was believed to cure illnesses, Priestley infused water with carbon dioxide, developing the first carbonation technique.

1819
The first soda fountain was created in the United States by a physician named Samuel Fahnestock. This original soda fountain was a barrel-shaped machine with a pump that produced carbonated water and was designed to be hidden behind a counter.

1883
Pepsi was originally introduced by Caleb Bradham, a pharmacist from North Carolina, in 1883. This drink, sold at the local pharmacy, was named "Pepsi" because it was believed to relieve dyspepsia, also known as indigestion. The invention and spread of this drink started the "cola-wars," a long standing rivalry between Coca-Cola and Pepsi-Cola, both becoming two of the most valuable soda companies worldwide.

1886
Pharmacist John Stith Pemberton created a sweet syrup that was composed of a mix of the African kola nut and small amounts of cocaine extracted from a cola leaf. This syrup was later taken to a local pharmacy, and was infused with soda water. They named this drink Coca-Cola, which went on to become one of the most common sodas.

1903
The company Sodastream, founded in 1903, became renowned for its home carbonation systems, a machine that helps carbonate water into sparkling water. However, the machine was only available to upper-class households at the time and only became ubiquitous after merging with Soda-Club in 1998.

1982
The launch of Diet Coke by the Coca-Cola Company in 1982 revolutionized the soda market by offering a healthier alternative that retained the classic Coca-Cola taste. This new drink appealed to a broader audience, including individuals with dietary restrictions and those looking for a healthier alternative to the classic soft drink.

2005
Coca-Cola introduced Coke Zero in 2005, with the aim of appealing to consumers looking for a zero calorie alternative to regular Coke, while still preserving the drink's classic flavor. Its launch was a response to the growing demand for healthier soft drink options.



graphics: Charley Hu