The same, but different: Fanta and the placing of globalization

Sam Saville, Jesse Heley, Marc Welsh
Persistence of a brand

“Coca-Cola Gmbh still functioning. Send auditors”. – Max Keith 1945
The same, but different: Fanta and the placing of globalization

- Everyday globalization in a small welsh town
- Fanta: origins, journey and assemblage
- Same...but different
- Coca-Cola capitalism
- What holds Fanta together?
Sense of place and ubiquity

“The big names have come in the independents have gone, and I think that’s a great loss.”

“You start getting a UK brand name, like Gregg’s coming into the area and you think, oh okay this is a positive ... Somebody has obviously seen our town and thought there’s potential there.”
Everyday Globalization in Newtown

How do you capture the mundane and persistent ways we are embroiled in trans-local assemblages?

UK consumers bought 6380 million litres of fizzy soft drinks in 2014.
Huge range of soft drinks available in 64 outlets: sample included cafes, pubs, shops and restaurants.

Everyday Globalization in Newtown
Everyday Globalisation in Newtown

Availability of Soft Drinks in Newtown

Number of outlets stocking drink

Lilt  Tango  Dr. Pepper  7up  Vimto  Lucozade  Sprite  Pepsi  Fanta  Coca Cola
### The Coca-Cola Company Brand ‘family’

<table>
<thead>
<tr>
<th>The Coca-Cola Company</th>
<th>Coca-Cola</th>
<th>Sprite</th>
<th>Fanta</th>
<th>Diet Coke</th>
<th>Coca-Cola zero</th>
<th>Coca-Cola life</th>
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<tbody>
<tr>
<td>DASANI</td>
<td>Minute Maid</td>
<td>ciel</td>
<td>POWERADE</td>
<td>Simply Orange</td>
<td>Coca-Cola light</td>
<td>FRESCA</td>
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<td>Glacéau vitaminwater</td>
<td>Válle</td>
<td>smart water</td>
<td>mello yellow</td>
<td>FUZE</td>
<td>FUZE tea</td>
<td>HONEST tea</td>
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<td>odwalla</td>
<td>POWERADE ZERO</td>
<td>Coca-Cola freestyle</td>
<td>world Coca-Cola</td>
<td>Coca-Cola Store</td>
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- Fanta is Coca-Cola’s No. 2 brand globally.
- 96% of the world’s population recognize Coca-Cola’s logo.
- Coca-Cola: Almost total global market reach: Only not found in Cuba and North Korea.
Follow that thing: Fanta

WW2 and Coca-Cola
- Powerful lobbyists
- Increasing reach and appeal
- The global way to say “hi”!

- Trade embargos cut off Third Reich territories from Coca Cola syrup.
- Fanta is made as a replacement using waste products as a flavour base.
Follow that thing: Fanta

And to celebrate this, we are bringing back the feeling of the Good Old Times with the new Fanta Classic.

Fanta celebrates Nazi Germany as 'good old times' in awkward 75th birthday advert
Fanta-stic variety

- Sold in 188 countries
- Sample: 64 countries, 55 flavours

... so what holds the idea of Fanta together?
Following Fanta: What's inside?

**Ingredients (UK)**
Carbonated Water, Sugar, Orange Juice from Concentrate (3.7%), Citrus Fruit from Concentrate (1.3%), Citric Acid, Vegetable Extracts (Carrot, Pumpkin), Sweeteners (Acesulfame K, Sucralose), Preservative (Potassium Sorbate), Malic Acid, Acidity Regulator (Sodium Citrate), Stabiliser (Guar Gum), Natural Orange Flavourings with Other Natural Flavourings, Antioxidant (Ascorbic Acid).

**Ingredients (USA)**
Carbonated water, high fructose corn syrup, citric acid, sodium benzoate (to protect taste), natural flavors, modified food starch, sodium polyphosphates, glycerol ester of rosin, yellow 6, red 40.
Coca-Cola Capitalism

“The overseas business model keeps the bottling corporations separate, the parent company typically and deliberately owns no more than a 49% share of any franchise operation. **Holding less than a majority share** allows Coca-Cola to control the bottling operations in various countries without being saddled with legal or moral responsibility for anything the local bottlers do with respect to labour rights, water use, or environmental damage ..”

(Nestle 2015, 96)
Nigerian businessman tried to import Nigerian produced soft drinks to the UK, labelled unfit for consumption.

9 year court case (!)

“All our products are safe and strictly adhere to regulations in the countries where they are sold while complying with our company’s stringent global safety and quality standards,” a spokesperson for Coca-Cola told the Independent.
Sweet substitution

“If a manufacturer can save money by substituting one ingredient with another without damaging the appeal of the final food, then they will”.

(Richardson 2015, 35)

Limit risk from volatile agricultural products as much as possible

USA:
High sugar prices due to import tariffs.
- Corn production subsidised – lots of surplus.
- Manufacture of High Fructose Corn Syrup (HFCS).
  - Cheaper than sugar – Coca Cola starts substitution.
- Artificial sweetener manufacturing comes online
  - Substitution when in favour
Same...but (unhealthy) difference?

‘Globesity’: the global obesity epidemic, 18% world’s population estimated to be effected.

Fanta UK now 4.6g per 100ml.

Average Fanta Orange sugar content 10.5g.
Coca-Cola capitalism continues

- Out-sources risk: expansion through investment by others
- Out-sources most manufacturing
- Public money pays for key infrastructures
- Advertising essential
- Lobbying
- Adaptability: Ingredients can change according to prices, policies and regulations, trade relations, health concerns and trends
Conclusions

Behind the scenes of mundane products is:

- Often opaque, data hard to come by and expensive
- Amazing: There is a vast and complex system
- Terrifying: How little we see and know, how powerful such large buyers and sellers are.

“Coke always needed more than it could provide. It was a consumer more than a producer, a company adept at repackaging public resources into private products for profit.”

Elmore 2015, p301