

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



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# 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.”



## Burger King wants to open in Newtown

By [Jonny Drury](#) | [Newtown](#) | [Mid Wales entertainment](#) | Published: Oct 5, 2017

Plans for a third fast-food chain within half a mile of two other restaurants in a Newtown have been revealed.

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“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.





# Everyday Globalisation in Newtown



# The Coca-Cola Company Brand 'family'



- 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



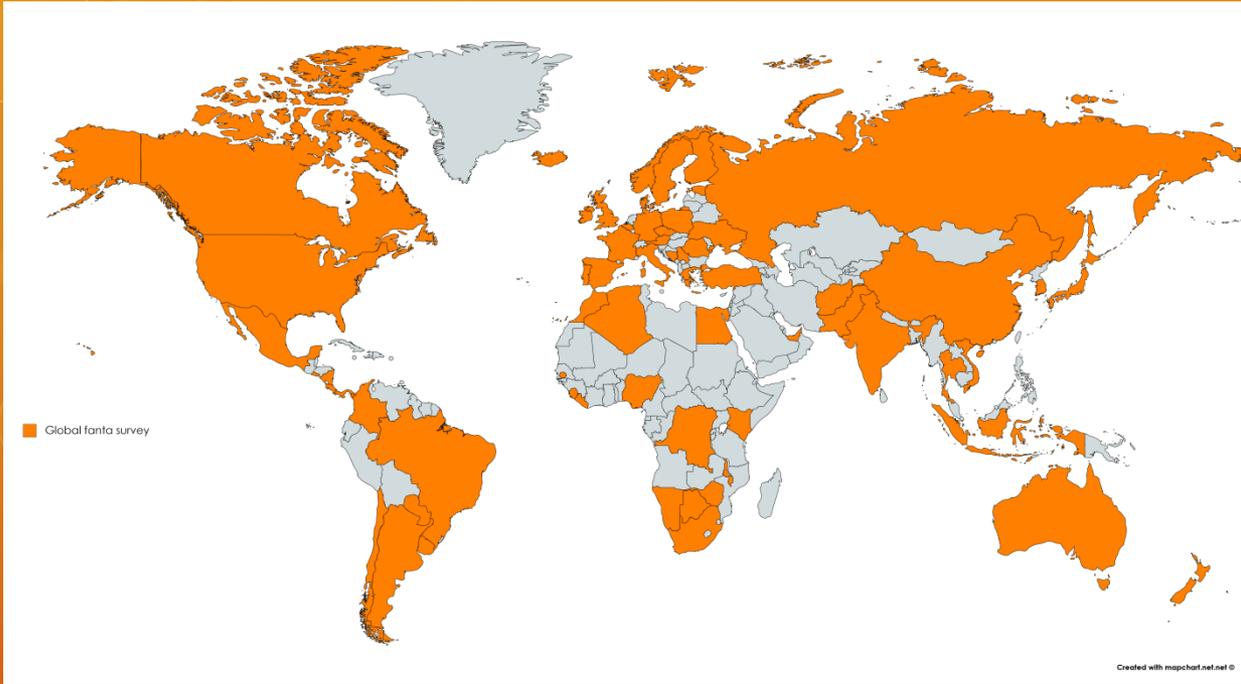
# Follow that thing: Fanta



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

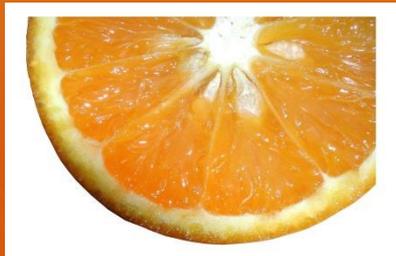


- Sold in 188 countries
- Sample: 64 countries, 55 flavours

... 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).

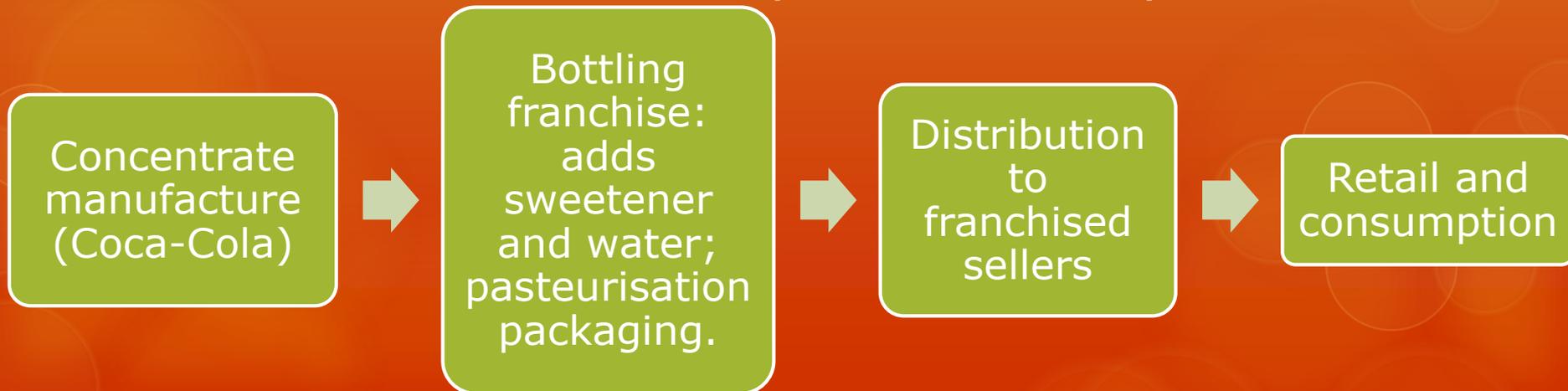
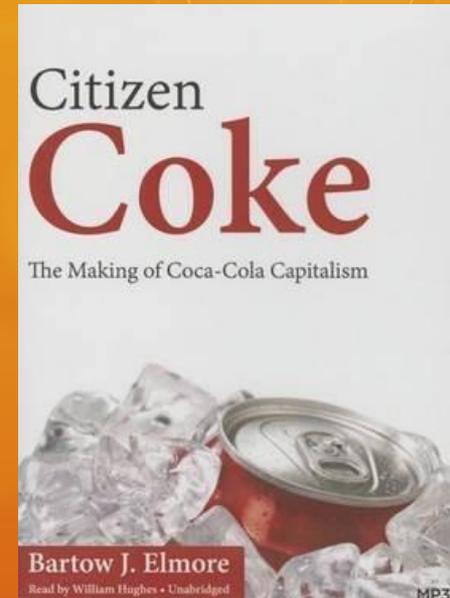
## **Ingredients (USA)**

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)



# Same...but (dangerously?) different

- 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.

News > Business > Business News

## Coca-Cola's products Sprite and Fanta may be 'poisonous', rules Nigeria Court

High levels of benzoic acid and sunset additives in the popular soft drinks could pose a health risk to consumers when mixed with vitamin C

Zlata Rodionova | Wednesday 29 March 2017 10:49 BST | [0 comments](#)

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The image shows two aluminum cans of soft drinks. On the left is a can of Fanta Orange, which is orange with a white outline of an orange slice and the word 'Fanta' in blue. On the right is a can of Sprite, which is blue and green with a white outline of a lemon slice and the word 'Sprite' in white. Both cans are set against a white background with a reflection below them.

# 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.

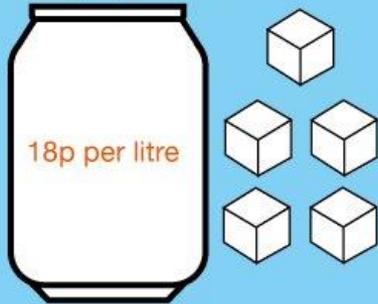
- Corn production subsidised – lots of surplus.
- Manufacture of High Fructose Corn Syrup (HFCS).
  - Cheaper than sugar – Coca Cola starts substitution.
- Artificial sweetener manufacturing comes online
  - Substitution when in favour



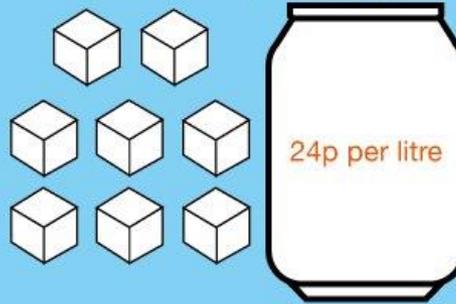
# Same...but (unhealthy) difference?

## Sugar tax rates from April 2018

5g of sugar per 100ml



8g of sugar per 100ml



HM Treasury  
Spring Budget

#SugarTax

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

Fanta UK now 4.6g per 100ml.

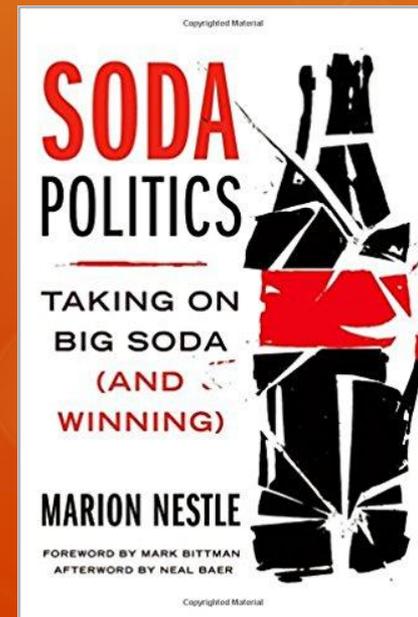
Average Fanta Orange sugar content 10.5g

INDY/PULSE

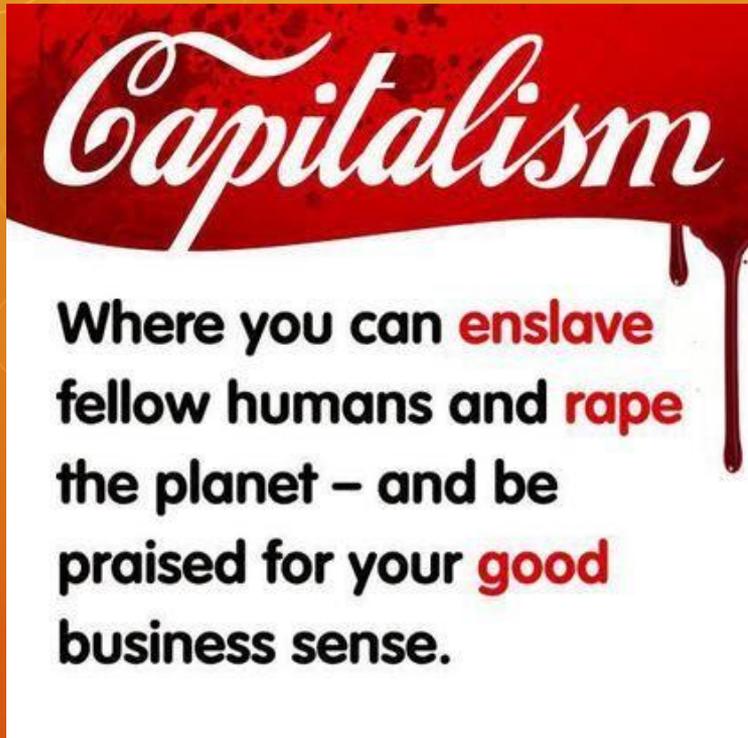
## ARTIFICIAL SWEETENERS LINKED TO WEIGHT GAIN, FINDS NEW RESEARCH

Artificial sweeteners are synthetic food additives that provide a sweet taste to mimic sugar, while containing significantly fewer calories. / Mario Tama/Getty Images

'The results showed a statistically significant association between consumption of artificial sweeteners and higher risks of diabetes, heart disease and increased weight gain,' said Dr Azad.



# 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

