

Double-Cola Co.—USA

From Illinois to Florida, from regional favorite to boutique bubbly, this double-good soft drink manufacturer has delivered good value and distinctive flavors since 1922. Products such as Double-Cola and Ski have attained such brand loyalty that the company continually expands into new markets in the Midwest and beyond.



Above left: This vintage billboard of Double-Cola Co.—USA welcomed visitors to the home of Double-Cola in Chattanooga. Above right: The Ski train was used as a promotional vehicle for sampling events that were held across the country.

A sip of Double-Cola is a sip of history. First as the Good Grape Company and now as Double-Cola Co.—USA, this maker of Double-Cola, Ski, Jumbo, and other beverages has been refreshing thirsty people across the country for more than 85 years. The company also makes other carbonated beverages—including Double-Dry Ginger Ale, tonic water, sparkling water mixers, Oranta, and Chaser—which are available only outside the United States.

Double-Cola and Ski, however, remain the company's mainstays.

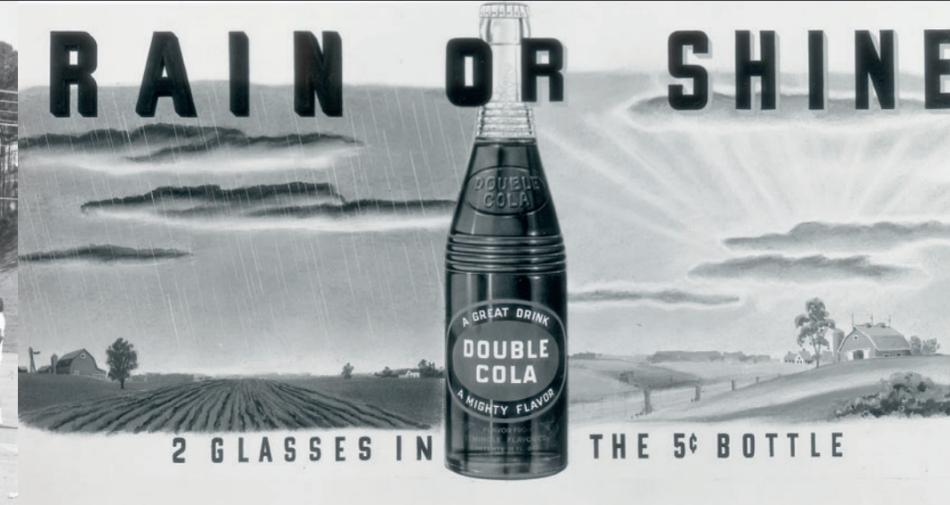
Chattanooga Charles D. Little and Joe S. Foster founded the company in 1922 to market a grape soda they invented called Good Grape. They soon followed it with Double-Orange. In 1924 the Good Grape Company changed its name to the Seminole Flavor Company and developed its first cola drink, Marvel Cola.



After refining the formula, the company changed Marvel's name to Jumbo Cola, selling it in seven-and-a-half-ounce bottles rather than the six-ounce bottles that were standard in the day. The company outdid itself again in 1933, perfecting its cola formula and debuting it in 12-ounce bottles that were, of course, twice the size of other major colas. These 12-ounce bottles were sold for a nickel, using the slogan "Two full glasses in every bottle. Double-Good, Double-Cola." Double-Cola appealed

to a wide range of consumers, adults and kids alike, and quickly became the company's signature soda.

Double-Cola's popularity prompted the company to change its name again in 1953, from Seminole Flavor Company to the Double-Cola Company. It continued its legacy of innovation—in 1956 it formulated Ski, a combination of natural orange and lemon juices. In 1957 it began marketing Double-Cola in 16-ounce



bottles, the first major soft drink company to do so. And in 1962 the company introduced Diet Way, a low-calorie version of Double-Cola. That same year, cofounder Little sold the firm to Fairmont Foods Company. The company was given its present name, Double-Cola Co.—USA, in 1980, when it was acquired by K. J. International Inc., a privately held company. Today, Double-Cola Co.—USA's product line and distribution area, both domestic

and international, continue to grow. The company's soft drinks are now enjoyed by people in multiple countries around the world.

While part of a global enterprise, Double-Cola Co.—USA remains true to its Chattanooga roots. Its products have continued to do well over the years. This is partly because the company continues to listen to its loyal fans, as when it introduced Cherry Ski in response to requests from kids in



Breese, Illinois, in 1996, and when it brought out caffeine-free Ski in 2001.

Double-Cola, Ski, and Jumbo maintain widespread popularity across the country. Ski is the official drink of Camp Joy, a Boy Scout camp in Carlyle, Illinois, that is located near the Double-Cola/Ski bottling plant in Breese. And on their Grammy-winning album *Pickin' on Nashville*, the Kentucky Headhunters sing about having "a slawburger, fries, and a

bottle of Ski" in their number-one hit song "Dumas Walker," pointing out the Bluegrass State's fondness for the brand.

Although Double-Cola Co.—USA is a global company, it has retained its origins in Chattanooga. "Chattanooga is truly a remarkable place in which to both live and conduct business," states Alnoor Dhanani, president of Double-Cola Co.—USA. "It has great civic and business leadership and an amazing community spirit."

Above left: This original advertising poster from 1942 featured the distinctive two Double-Cola servings in one five-cent bottle. Above right: "Double Measure, Double Pleasure" was one of the many unique slogans used by Double-Cola in Chattanooga.