

Collectors celebrate 100 years of Coca-Cola

KUALA LUMPUR — The famous Coca-Cola contour bottle appeared in a range of shapes and sizes at the Coca-Cola Collectors Fair recently, the fifth annual event to be hosted at Berjaya Times Square.

Hobbyists and the public were given the opportunity to buy, trade and sell their beloved Coca-Cola items, with 60 Malaysian and international collectors showing off their time-honoured acquisitions. The styles on show varied from the vintage and modern to traditional and limited edition.

The event marked the 100th anniversary since the launch of the iconic bottle. The 1915 design was developed to distinguish the brand from other beverages — “a bottle so distinctive that you would recognise it by feel in the dark or lying broken on the ground”.

Coca-Cola organisers coincide the celebration with the date of the first beverage sold in Atlanta, Georgia,

in 1886.

Attendees were treated to on-stage cheerleading and quizzes, as well as a promotion by 7-Eleven that offered personalised cans as a memento.

Collectors who displayed their merchandise came from near and afar including France, Spain, Italy, Japan, Taiwan, Hong Kong, Indonesia, the Philippines, Thailand and Singapore.

Singapore-Malaysia-Brunei Region of The Coca-Cola Company general manager, Gill McLaren, said: “It’s wonderful to see how the Coca-Cola Collectors Fair in Malaysia has grown to become an event among collectors as well as the public and each year, we try to bring an interesting new element to it.”

The initiative raised funds for charity. This year’s auction saw the finest showpieces of the day raising RM2,850, which was channelled to Unicef and the National Kidney Foundation.



McLaren (left) and Gareth McGeown launching the event.