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How Prohibition Put the Cocaine in Coca-Cola

- 6- Webographie -

Date de mise en ligne : mercredi 14 janvier 2015

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You may be familiar with the fact that the coca in Coca-Cola was originally cocaine. But did you know that the reason we infused such a beverage with the drug in the first place was [because of prohibition](#) ? Cocaine cola replaced cocaine *wine*. In fact, when it was debuted in 1886, it was described as "Coca-Cola : The Temperance Drink."

The first mass marketed cocaine product was Vin Mariani, a cocaine-infused Bordeaux introduced in the 1860s. Legal and requiring no prescription, it was believed to "restore health and vitality" and I'm sure it felt like it did. Wikipedia [reports](#) that it included 7.2 mg of cocaine per ounce ; comparatively, a line snorted is about 25 mg.
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Yes, Vin Mariani was good for men, women, and children. The "tonic of kings !" Even the Pope ! He loved it so much he called it a "benefactor of humanity" and gave it a Vatican Gold Medal :
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But he was just the most eminent of its fans. Mariani's media blitz included [endorsements](#) from Sarah Bernhardt, H.G. Wells, Ulysses S. Grant, Queen Victoria, the Empress of Russia, Thomas Edison, and the then-President of the United States, William McKinley. Jules Verne reportedly [joked](#) : "Since a single bottle of Mariani's extraordinary coca wine guarantees a lifetime of 100 years, I shall be obliged to live until the year 2700 !"

Vin Mariani dominated the market, but there was an American chemist, John Smith Pemberton, who made a competing product : Pemberton's French Wine Coca. He [described](#) it as an "intellectual beverage." Pemberton was located in you guessed it, Atlanta and the state enacted temperance legislation in 1885. Hence, Coca-Cola was born. *Lisa Wade is a professor of sociology at [Occidental College](#) and the co-author of [Gender : Ideas, Interactions, Institutions](#). You can follow her on [Twitter](#) and [Facebook](#).*

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