

Name _____ **Key Details**

What a Deal!



DIRECTIONS: Read the passage and then respond to the questions.

A coupon is a marketing technique in which a ticket or document can be exchanged for a discount on the purchase of a product. The first coupon was issued by the Coca-Cola Company, and was the brainchild of Atlanta businessman Asa Candler. He skyrocketed Coca-Cola into prominence by distributing coupons for it, both through direct mail to customers and through advertisements placed in magazines. Since Coca-Cola was purchased in the late 1800s as a fountain drink, the company gave free syrup to the soda fountains to cover the cost of honoring their coupons. Between 1894 and 1913 an estimated one in every nine Americans had enjoyed a free Coca-Cola, and by 1895 Coca-Cola was available in every U.S. state. Coupon use became more widespread when C.W. Post employed them to entice customers to buy his breakfast cereals, and today more than 700 companies offer discounts using coupons. Coupon use generates sales of over eight billion dollars annually just in the U.S. And recently coupons have gone high tech. Online retailers offer what they call "coupon codes," or "promo codes," which can be entered into a form field just before checking out, allowing the promised discount to be applied.

1. Who was the first to use coupons?

- a. The Post Company
- b. The Coca Cola Company
- c. The Internet

2. How were soda fountains compensated for honoring coupons? _____

3. How many Americans received a free soda between 1894 and 1913?

- a. one in five
- b. one in nine
- c. one in ten