

## JANUARY LUNCH AND LEARN COCA-COLA GOES TO WAR

Morrow, GA, December 20, 2017 – On Friday, January 12, 2018, noon-1:00pm, the Georgia Archives Lunch and Learn program will be *Coca-Cola Goes to War* presented by Coca-Cola Archivist Justine Fletcher. Lunch and Learn Programs are free and open to the public. No registration is required.

At the outbreak of World War II, Coca-Cola was bottled in 44 countries, including those on both sides of the conflict. But far from devastating the business, the war simply presented a new set of challenges and opportunities for the entire Coca-Cola system. The entry of the United States into the war brought an order from Robert Woodruff in 1941 “to see that every man in uniform gets a bottle of Coca-Cola for 5 cents, wherever he is and whatever it costs the Company.” From this order came the origins of the International bottling operations for the Coca-Cola Company.

Coca-Cola Archivist Justine Fletcher earned her Masters of Heritage Preservation degree, concentrating in Public History, from Georgia State University in 2010. During her last semester of study, she began work with the Archives Team at Coca-Cola and in 2013 she became the Processing Archivist within the department. Her role has evolved over the past 4 years and Justine is currently the Archivist Specialist with varying responsibilities within the department. She is the 2016/2017 Treasurer for the Society of Georgia Archivists having served as Chair of Georgia Archives Month in 2015. Additionally, Justine is a member of the Society of American Archivists, and was a Host Committee member for the August 2016 meeting of SAA held in Atlanta.

Justine has been the featured speaker in varying settings from graduate level classes to Coca-Cola bottler meetings, as well as, a team member on multiple anniversary events at the Coca-Cola Company over her four years with the Company: The 125<sup>th</sup> Anniversary, The Diet Coke 30<sup>th</sup> Anniversary, and the 100<sup>th</sup> Anniversary of the Coke Bottle, where she traveled to Japan, Brazil, Costa Rica and the Dominican Republic as a spokesperson for the Heritage Team. In 2016, Justine spent time in the London Coca-Cola office where she was the featured speaker at an International Coca-Cola Collectors Meeting and presented the history of Coca-Cola in France to the Bottlers group in Paris. During her travels, Justine is able to write stories and produce video interviews with artists and collectors. Her finished pieces can be found on the Coca-Cola Company, webpage, *Journey*.

Justine considers every day a history lesson as she works in the best corporate archives headed by Ted Ryan, the Director of Heritage Communications, a 20-year veteran of the Coca-Cola Company Archives.

The Georgia Archives is a unit of the Board of Regents of the University System of Georgia. The Georgia Archives identifies, collects, manages, preserves, provides access to, and publicizes records and information of Georgia and its people, and assists state and local government agencies with their records management. This work is done within the framework of the USG’s mission to create a more highly educated Georgia.

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