

TRADE COMMISSIONER

UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

INDEXED  
FILE No. 353

Rome.

January 6, 1928.

*Coco-cola*

Director,  
Bureau of Foreign & Domestic Commerce,  
Department of Commerce,  
Washington, D.C.

Attention: R.S. Hollingshead, Esq.

Dear Hollingshead:

I do not seem to be able to find an appropriate title for the subject of this letter. It is entirely out of my line, but I have been asked to attend to it and I do so with pleasure.

23

You undoubtedly know that within the past few months, perhaps three or four, Coco-cola has appeared on the Italian market, and it would seem that it has taken well with the people and that there is a rather good demand for it. This fact is borne out by a call from a representative of one of the large Italian Commercial Banks, who asked that we furnish them with the name of the manufacturer in the United States, of an equal commodity which could be imported into Italy in competition with Coco-cola.

The gentleman was sent over here, and at the time I rather hesitated as to what to do or say, but promised him that I would give the matter my attention and would get in touch with him. The enquiry was referred to me principally, I think because of my experience in the trade back home. About the only beverage which I can think of which would compete, and then only partially, with Coco-cola, would be "Moxie". Of recent years, however, it does not seem as though they have advertised as in the past, and to tell the truth I have lost all track. Supposing you go into this matter a little bit, find out all you can, and write the other office, so that they can take it up further.

*Had Wolf*

Sincerely,

*Joseph M. Marrone*

Joseph M. Marrone  
Trade Commissioner.

*mm*

*"Fires Root Beer" might also be a good one!*

*mm*

14

February 2, 1928

To: Rome Office.  
(Attention: Mr. Joseph M. Marrone)  
From: Foodstuffs Division.

305 DP

Subject: The Sale of Beverages in Rome.

Dear Mr. Marrone:

Reference is made to your letter of January 6, relative to the introduction into Italy of a beverage that will compete with Coco-cola.

You are probably aware that the Coco-Cola people have been very active and have gone to considerable expense in introducing their beverage in Europe. They have met with considerable difficulty in some countries and have established their market at the expense of both time and money. We have given them what assistance we could in this direction. No other manufacturer has approached us for help in marketing a beverage similar to that of Coco-Cola, and I do not believe it would be advisable for us to seek out such a manufacturer and attempt to enter his products on the Italian market in competition with that of the firm already operating there. However, should anyone come to us looking for a market for a beverage, we will be glad to call his attention to the Italian market.

Very truly yours,

Ronald Pottor,  
Chief, Division of District Offices.

M. A. Wulfert,  
Specialist, Foodstuffs Division.

Forwarded:

Louis Demeratzky,  
Questionnaire Committee.  
MAW-im

REPLY

1