

That word: Corona



Until very recently to hear the word **Corona** would certainly not have meant what it does today.

According to my dictionary Corona is a noun derived from the Latin corona meaning - "wreath or crown" and can be used to describe:

1. The circle of light around a luminous body, usually the moon
2. The outermost region of the sun's atmosphere, visible as a faint halo during a solar eclipse
3. The flat vertical face of a cornice just above the soffit
4. A circular chandelier suspended from the roof of a church
5. The trumpet-shaped part of the corolla of daffodils and similar plants;
6. A crown like structure, such as the top of the head
- 7 A long cigar with blunt ends
and to you and me more commonly
8. A pale lager commonly served with a wedge of lemon or lime in the neck of the bottle.
9. The fizzy drink we used to drink back in the 1960's and 70's.

THE POTTED HISTORY OF CORONA THE FIZZY DRINK

with thanks to Wikipedia and other internet articles

In the 1880's William Thomas and William Evans became partners in a grocery business in South Wales. They soon owned a chain of grocery stores and with the growing influence of the temperance movement in Wales they saw the potential for a soft drinks market.

Thomas & Evans' Welsh Hills soft drinks were produced at their first major bottling plant - "Welsh Hills Mineral Water Factory", in Porth in the Rhondda Valley in the 1890's. It had state of the art bottling machinery and the facility to safely clean the glass bottles allowing for them to be reused after being returned by the customer for a small deposit.



Hiram Codd's globe-stopper wire hinged bottles were originally used. Patented in 1872 by the English engineer, the bottle was specifically designed for carbonated drinks.

Who remembers the 'money back on the bottle' system?

Collecting discarded bottles and returning them in to shop and door to door sellers for that extra bit of pocket money.

And so the business went from strength to strength and by the 1900's the company had 200 salesmen with horse drawn delivery wagons and two steam driven vehicles. With the company producing much more child friendly flavours such as orangeade, dandelion and burdock, limeade, raspberryade and lemonade.

The 1920's saw a change in name to Corona. The logo consisted of seven wire topped bottles fanned to represent a crown over the company's new name. The company continued to flourish and by 1934 they had 4 factories.



By the end of the 1930's one depot alone was operating more than 200 vehicles and over 170 million bottles of Corona pop were being produced each year, most of which was sold by the delivery man who made weekly deliveries to people's doors.

The delivery lorries recognisable by their red and gold livery and Corona logo.

World War 2 saw lorries and drivers being commandeered by the Government for war service. This, along with the rationing of petrol saw a brief reintroduction of the horse and wagon delivery service. But normal service resumed soon after 1945 and the Corona man was back on his motorised rounds.

1950 saw the launch of Tango, still a familiar drink today. Whilst retaining its logo and brand, the company was bought by Beecham's in 1958.



The 1960's and 70's saw a growth in television advertisement and a change in shopping habits with the rise in the number of supermarkets so door to door sales dropped. One of Corona's most memorable advertising campaigns was launched in the 1970's under the slogan "Every bubble's passed its FIZZical!"

The Welsh Hills plant was closed and production transferred to Bolton when the company was bought by Britvic in 1987, with the old Corona factory in Porth being used by a music recording studio "The Pop Factory" from 2000 until 2011.

Writing this has stirred up childhood memories of The Pop man deliveries along with the elderly ice cream man who used to arrive outside our house on his bicycle with fully laden basket just after lunch on a Sunday.

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