



For immediate release

Celebrating Coca-Cola’s 70th anniversary with “Giant Coca-Cola® Sleek Cans Exhibition” at The Venetian® Macao

A unique chance to personalise your limited edition selfie “Coca-Cola” bottle

(Hong Kong, July 5, 2019) Hong Kong residents are very familiar with the delightful neighboring city of Macau. Generations from the 1950s to today have visited Macau with family or friends as adventuring youngsters or relaxing get-away seekers. The ruins of St Paul’s Cathedral, the Praia do Bom Parto, the cafés at Praça de Ferreira do Amaral, and the thrilling Macau Grand Prix are common memories for many Hong Kong people. “Coca-Cola” celebrates its 70th anniversary in Macau with an interactive display at The Venetian® Macao and the launch of six cans featuring 70 years of history in Macau.



From now on till July 31, the “Giant “Coca-Cola” Sleek Cans Exhibition” will be on display at the Lion Square and St Mark’s Square at The Venetian Macao to commemorate the 70th anniversary. “Coca-Cola” fans can recall their fondest memories of Macau as they wander through historical settings formed by giant “Coca-Cola” sleek cans and immerse themselves in the interactive fun with some games and activities.

A check-in spot that cannot be missed! Walk through the history of Macau with giant Coca-Cola cans

The exhibition showcases 50 years of Macau’s stories in six historical settings. Each setting features a 2-meter tall “Coca-Cola” sleek can interactive display revolving around each theme. Step into the ‘60s on the “Praia do Bom Parto” in a rickshaw and imagine the merchant ships berthed at the harbor. Cheer in the stands as the race cars in the Macau Grand Prix whip past with roaring speed. After an exhilarating bike ride around the Old City, enjoy a tasty local treat or a sumptuous feast on the Rua do Regedor. Do not miss out the scenes for “Ruins of St Paul’s Cathedral” in the 50s, “the café at Praça de Ferreira do Amaral” in the 70s and “Avenida de Almeida Ribeiro” in the 90s.

“Coca-Cola” collectibles available only at the “Giant “Coca-Cola” Sleek Cans Exhibition”



Limited Edition! DIY “Selfie” “Coca-Cola” bottle

“Selfies” have become the modern way of cataloging memories.

“Coca-Cola” offers a unique chance to have a “Coca-Cola” bottle with a bespoke selfie printed on it – the most refreshing memory. During the exhibition period, fans who spend more than MOP500 at The Venetian Macao on no more than two receipts and purchasing one “Coca-Cola” 330mL SLEEK CAN at the designated photo area, can take a selfie at the exhibition booth and receive a 500mL personalized “Selfie” “Coca-Cola” bottle.



Exclusive collection! 70th anniversary Macau “Coca-Cola” flying chess

To celebrate its 70th anniversary, “Coca-Cola” has produced a special-edition “Coca-Cola” flying chess board game. Graphics representing the old Macau have been printed on the game board, and the chess pieces are miniature Coca-Cola cans. The magnetic game board detaches into four pieces for easy transportation. Fans who spend over MOP5,000 on no more than two receipts, may receive this super exceptional “Coca-Cola” collector’s item for free on first-come-first-serve basis.



Six Coca-Cola SLEEK CANS with Designs of Six Classic Stories

Ruins of St. Paul’s in the 50s



The most famous landmark of Macao, the Ruins of St. Paul’s is located in a residential neighbourhood. In the 1950s, the most eye-catching item in this neighbourhood was undoubtedly a hand painted mural on the walls of the old houses. Macau Coca-Cola was first established in 1949. The advertising mural of Macau Coca-Cola featured the face of a westerner, symbolising the fact that Coca-Cola is a foreign brand, which was also called *Loi Lou Fo* (來佬貨) in Cantonese. The Chinese slogan ‘最令你神怡’ (the most refreshing drink) was simple and bold. Moreover, the English slogan was replaced by a Portuguese slogan ‘*Refrescamelhor!*’ (the official language of Macao at that time) to adapt the colonial Portuguese culture in Macao and it also strongly expressed the distinguishing characteristic of Macao.

The Ruins of St. Paul’s is the official name of the historic relic of the Church of St. Paul built in the 16th century. The Church and St. Paul’s College, which stood adjacent to the left side of the Church, were three times destroyed by fire, with only the façade remaining. The area where the Church was situated has later become a residential neighbourhood.

In the 1950s, the Ruins of St. Paul’s represented an area full of traces of lives. For example, rickshaws – a major means of transportation at that time – and the old style Coca-Cola trucks would be parked on the side of the roads in this neighbourhood. There were wooden crates holding glass-bottled Coca-Cola in the trucks, which travel across the small city of Macao to deliver this refreshing and thirst-quenching drink to each household.

The former factory of Coca-Cola in Areia Preta used to have its own production line. Two sizes of Coca-Cola were once launched: 12oz ‘big Coca-Cola’ and 6.5oz ‘small Coca-Cola’. In the early days, Coca-Cola was bottled in glass bottles with logo embossed on; there were even bottles embossed with the Chinese name of Coca-Cola (可口可樂). Embossed bottles only started to phase out at the end of 1980s to early 1990s with the commencement of logos printing on the bottles with silk screen technique and the production of Coca-Cola in cans and plastic bottles. The wooden crates used to hold Coca-Cola in the trucks were also replaced by plastic crates in the 1980s.



Sai Van in the 60s



In the past, merchant ships would berth at the bay of Sai Van. In addition, Sai Van was a tranquil residential area which overlooked a panoramic view of the bay at the most southern part of Macao. Offering a comfortable ambience, it was very common to see people strolling or sitting along the embankment of Sai Van and chatting with each other. It was also a familiar scene that mobile street vendors selling Coca-Cola and ice-cream to people so that they could quench their thirst and lift up their spirits.

Pedicabs were the mostly used means of transportation for Macao residents in the past. It was first introduced into Macao in 1948 and was gradually replaced by rickshaws. The 1960s could be named as the golden era of pedicabs, when the number of pedicabs reached as high as 700 with nearly 100 pedicab stations and almost 1,000 pedicab driversⁱⁱ.

Cars were still rare in Sai Van in the 1960s. On the contrary, pedicabs were commonly seen on the roads carrying families and couples. They would be drinking Coca-Cola leisurely on the pedicab and enjoying the view of sailboats and fishing boats a long distance away. Although pedicabs are no longer in their heyday and have been phased out, it is still an iconic transportation in Macao.

Macao Grand Prix in the 70s



The Macao Grand Prix was first held in 1954. The scale of this event has gradually developed from an event where people just watched the races on bamboo shades to a renowned international event now. In the 1970s, there were concrete stands built close to Mandarin Oriental Bend and they were only dismantled in 1994ⁱⁱⁱ. The giant Coca-Cola billboard and the concrete sculpture of the Coca-Cola contour bottle next to the race circuit was absolutely part of the collective memory for many people.

The Macao Grand Prix was without doubt fascinating, but the Coca-Cola promotional merchandises next to the circuit were also exceptionally appealing. One of them was the giant Coca-Cola billboard and the other was the concrete sculpture of a contour bottle situated at the junction of *Rua dos Pescadores* and *Avenida da Amizade*, known as the Fishermen's Bend nowadays. At this junction, it also sat an outdoor café. Thus, the cafe was also named as the 'Big Coca-Cola Cafe'. This image of the junction featuring the 'Big Coca-Cola Cafe' was so well-known that the older generations would even directly call the junction 'Big Coca-Cola Bend'^{iv}.

The Guia Circuit of the Macao Grand Prix is a street circuit and is famous for its narrow track and tight corners. It is also known as one of the most exciting and challenging circuits. In 1976, the Macao Grand Prix was first recognised by FIA for being a world-class racing event^v. In the 1970s, the circuit was still by the sea without any reclaimed lands. Therefore, spectators were able see the swimming sheds behind the circuit. They could watch the car races and enjoy the scene of boats sailing on the sea at the same time.



Cafes in the 70s



In the 1970s, there was a bronze statue of the Portuguese governor of Macao Ferreira do Amaral on horseback at Ferreira do Amaral Plaza, which, as a result, was also called the 'Bronze Horse Plaza'. As there were a lot of cafes at the plaza, the plaza also gained the name of 'Bronze Horse Cafe' ^{vi} area. Aside from the night breeze and European pop music which the visitors could enjoy there, what was also very impressive about the plaza was the concrete sculpture of the Coca-Cola contour sitting there.

The *Avenida Doutor Mário Soares* we see today was where those cafes were located. Standing over there, one could come in sight the Chapel of Our Lady of Penha, the Governor Nobre de Carvalho Bridge, which was just completed, and Taipa Island at the other side of the sea— all of these made nothing but a pleasant and enjoyable view. A lot of people would particularly go to this area after their dinner to relax and enjoy the breeze. Besides, this was also a popular place among dating couples. With a bottle of soda costing only some tens of cents at that time, a lot of couples would buy one bottle and share with each other while having a stroll on the embankment known as 'Longevity Bridge' ^{vii}. It is a romantic memory of the older generations to enjoy the beautiful view of *Praia Grande* while having a leisurely walk in the 1970s.

Rua do Regedor in the 80s



In the 1980s, with the completion of the Governor Nobre de Carvalho Bridge, bus route 11 travelling between Macao and Taipa also started to operate. Double decker buses were even once used on this route. The double decker buses were made in the UK, and were only officially stopped being used in 1988 ^{viii}. It was an exclusive scene in Macao in the 80s that a 14-foot-tall bus travelling on the narrow streets between the Macao Peninsula, Taipa and Coloane ^{ix}. *Rua do Regedor*, one of the streets that bus route 11 would pass by, stood a well-known giant concrete sculpture of Coca-Cola bottle. Until today, it is still a hot spot for photo taking and check-in.

Rua do Regedor, next to Pak Tai Temple and the Museum of Taipa and Coloane History (formerly the Municipal Council of the Islands), was the central area in Taipa. In the 1980s, bicycle was a popular means of transportation in the sparsely-populated Taipa, where bicycle rental shops were seen almost everywhere. A typical way for people to spend a leisure afternoon was to ride on a rented bicycle and travel between the narrow roads and lanes in Taipa. They would find a resting place and enjoy a bottle of Coca-Cola for refreshment after a tiring ride.

The concrete sculptures of Coca-Cola contour bottle were in their best days in the 1980s, when *daipai dong* (大排檔; outdoor food stalls) was prevalent in Macao. In those days, there would be one such concrete sculpture at almost every *daipai dong* and restaurant. With the decline of *daipai dong*, only very few Coca-Cola concrete sculptures are left ^x.



Contemporary San Ma Lou



The full name of *San Ma Lou* is *Avenida de Almeida Ribeiro*; it has been the hub of Macao since the 19th century. On festivals and special occasions, the street of *San Ma Lou* would be beautifully decorated with coloured hangings and light installations. However, among those installations that lit up the street, the neon Coca-Cola billboard was definitely one of the most dazzlingly attractive ones.

The billboard was first installed on the outer wall of the former Apollo Theatre in the 1950s. It was not until 2010 when the billboard was removed. Hung up for almost half of a century, the Coca-Cola billboard at *San Ma Lou* was even regarded by some people as the oldest Coca-Cola billboard in Asia^{xi}.

As a witness to the changes of *San Ma Lou* over the years, including the rise and decline of Apollo Theatre, Cheng Peng Theatre and Victoria Theatre, the Coca-Cola billboard accompanied many generations of Macao people. *San Ma Lou* now has already grown into an important tourist attraction. However, the big neon Coca-Cola billboard that was once hung up high on the street would be unforgettable.

About The Coca-Cola Company

The Coca-Cola Company is a total beverage company, offering over 500 brands in more than 200 countries. In Macau, the company has a portfolio covering sparkling, sweetened and unsweetened tea, juice, sports drink, water, enhanced hydration beverages, etc. We have 15 brands offering 70 different variants such as “Coca-Cola”, “Coca-Cola zero”, “Coke light”, “Coke Plus”, “Sprite Plus”, “Sprite”, “Fanta”, “Schweppes”, “Bonaqua” Mineralized Water, “Authentic Tea House”, “Minute Maid”, “Minute Maid Qoo”, “Glaceavitaminwater”, “Yeung Gwong”, “fuze Tea”, “ZICO”, “Appletiser”, “Aquarius”, “Toretta!” and “Healthworks”. We are constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. Learn more at Coca-Cola Journey at coca-cola.hk and follow us on Facebook and Instagram.

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^{xi}“Abandoned Memory - An Interview with Hong Kong Artist Leung Mei Ping”. By Leung Sin Iu. AllAboutMacao Media. 22nd April 2014. From

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