



Fizz: How Soda Shook Up the World

By Tristan Donovan

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Fizz: How Soda Shook Up the World By Tristan Donovan

This social, cultural, and culinary history charts soda's remarkable, world-changing journey from awe-inspiring natural mystery to ubiquity. Off-the-wall and offbeat stories abound, including how quack medicine peddlers spawned some of the world's biggest brands, how fizzy pop cashed in on Prohibition, how soda helped presidents reach the White House, and even how Pepsi influenced Apple's marketing of the iPod. This history of carbonated drinks follows a seemingly simple everyday refreshment as it zinged and pinged over society's taste buds and, in doing so, changed the world.

The story of soda is the story of the modern world, a tale of glamorous bubbles, sparkling dreams, big bucks, miracle cures, and spreading waistlines. *Fizz: How Soda Shook Up the World* charts soda's remarkable, world-changing journey from awe-inspiring natural mystery to ubiquitous presence in all our lives.

Along the way you'll meet the patent medicine peddlers who spawned some of the world's biggest brands with their all-healing concoctions, as well as the grandees of science and medicine mesmerized by the magic of bubbling water. You'll discover how fizzy pop cashed in on Prohibition, helped presidents reach the White House, and became public health enemy number one. You'll learn how Pepsi put the fizz in Apple's marketing, how Coca-Cola joined the space race, and how soda's sticky sweet allure defined and built nations. And you'll find out how an alleged soda-loving snail rewrote the law books.

Fizz tells the extraordinary tale of how a seemingly simple everyday refreshment zinged and pinged over our taste buds and, in doing so, changed the world around us.

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Fizz: How Soda Shook Up the World By Tristan Donovan Bibliography

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Editorial Review

From Publishers Weekly

In his fascinating history of carbonated drinks, Donovan (*Replay: The History of Video Games*) reveals that fizz is about a lot more than just bubbles. The soda of today started out as a far different beverage—Hippocrates looked to mineral waters as a cure-all for ailments, aging, and even as a way to bless marriages. But it was not until the first soda fountain in the early 1800s that an industry was born. Carbonated waters that had largely been enjoyed at spas by only the wealthiest could now be a daily pleasure for everyone. When Coca-Cola came on the scene in the late 19th century—with its first ad touting the confection as Refreshing! Exhilarating!—it was the start of the company's attempt at global domination. Donovan details the brand's ascension as it fought off the temperance movement, lawsuits, and competitors like Pepsi (which went through nearly three bankruptcies in its early years only to become a powerhouse in its own right thanks to the Pepsi Challenge and a famous Michael Jackson commercial) and anti-colas like 7 Up and Mountain Dew. Coke helped shape the modern corporate model with some of the earliest instances of franchises, became the exclusive beverage of the U.S. military during WWII, and ended up, along with Pepsi, in space aboard the Challenger. Soda has certainly taken hits recently with a growing obesity epidemic and city restrictions, but it seems destined to hit the sweet spot indefinitely. (Nov.)

From [Booklist](#)

Whether you call it soda or pop, it's the foundation of one of the modern world's most enduring industries, admired and reviled in almost equal measure from its very beginning. Donovan has researched the business's eighteenth-century beginnings, when scientists identified the chemical elements that enliven drinking water with tiny, tickly bubbles. Learning to generate, control, preserve, and transport effervescence took decades, but technological advances gradually gave rise to such iconic institutions as the soda fountain and the drive-in. The other major component in soft-drink manufacture is sugar, whose price and availability has driven much of the industry's profit margins. Atlanta's Coca-Cola seemed once to own a near-monopoly, but rivals captured public imagination with innovative advertising to challenge Coke's dominance. Soda's current status as putative villain in the world's nutrition crisis looks to continue the beverage's controversial history. A fascinating cultural and business chronicle of a product everyone takes for granted. --Mark Knoblauch

Review

"Donovan succeeds in his attempt to create an extremely comprehensive work on the subject like none have before. Recommended for those who enjoy industry histories and a must-have for libraries." —*Library Journal*

"Highly recommended for curious lay readers as well as for public and college library collections." —The Midwest Book Review

"A pleasant, informative read for anyone interested in the backstory behind the ubiquitous fizzy, sugary soft drink... Recommended." —*CHOICE* magazine

"A fascinating cultural and business chronicle of a product everyone takes for granted." —*Booklist*

"Like the beverage, *Fizz* is addictive." —*Shepherd Express*

"In his fascinating history of carbonated drinks, Donovan (*Replay: The History of Video Games*) reveals that fizz is about a lot more than just bubbles." —*Publishers Weekly*

"Snappy and informative the whole way through." —Slog, from Seattle's *The Stranger*

"Donovan charts a refreshing albeit number-heavy history of fizzy drinks, from the first 'fixed air' waters to ever-sweeter iterations that have changed how the world quenches its thirst." —*Discover Magazine*

"In his new book, *Fizz*, journalist Tristan Donovan takes us on a fast-paced ride through the history of the soft-drink industry." —*Wall Street Journal*

Users Review

From reader reviews:

Nathan Jackson:

Do you have favorite book? Should you have, what is your favorite's book? Publication is very important thing for us to know everything in the world. Each reserve has different aim or even goal; it means that guide has different type. Some people really feel enjoy to spend their the perfect time to read a book. They may be reading whatever they have because their hobby is usually reading a book. How about the person who don't like reading a book? Sometime, particular person feel need book whenever they found difficult problem as well as exercise. Well, probably you will require this Fizz: How Soda Shook Up the World.

Claire Underwood:

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Naomi Dillon:

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