

A history of **Schweppes**



in association with



Chapter one

The background story for leading soft drinks brand Schweppes begins in Germany with a boy called Jacob who was too fragile for a life in agricultural work

It may come as a surprise to learn that there is only one man we can truly credit with the creation of the modern-day soft drinks industry. It may also come as a surprise that it was never his plan to earn a living from the drinks he has become world famous for.

It all starts in Witzzenhausen, west Germany, in 1740 when Jacob Schweppes was born.

However, the life and achievements of this young German boy could have turned out very different had three specific things not happened. At the age of 12, Schweppes's parents decided the youngster was too "delicate" to work in agriculture, which was the traditional route of work most boys in his homeland would have taken.

Instead, his parents put him in the care of a travelling tinker (a tradesman who fixes pots and pans). Yet, this honest craftsman quickly gave Schweppes back to his family after realising he was worthy of a more highly skilled profession and it would be cruel to confine him to a calling below his talents.

It was apparent, even in his early years, that Schweppes was intelligent, curious and dextrous. Knowing this, his

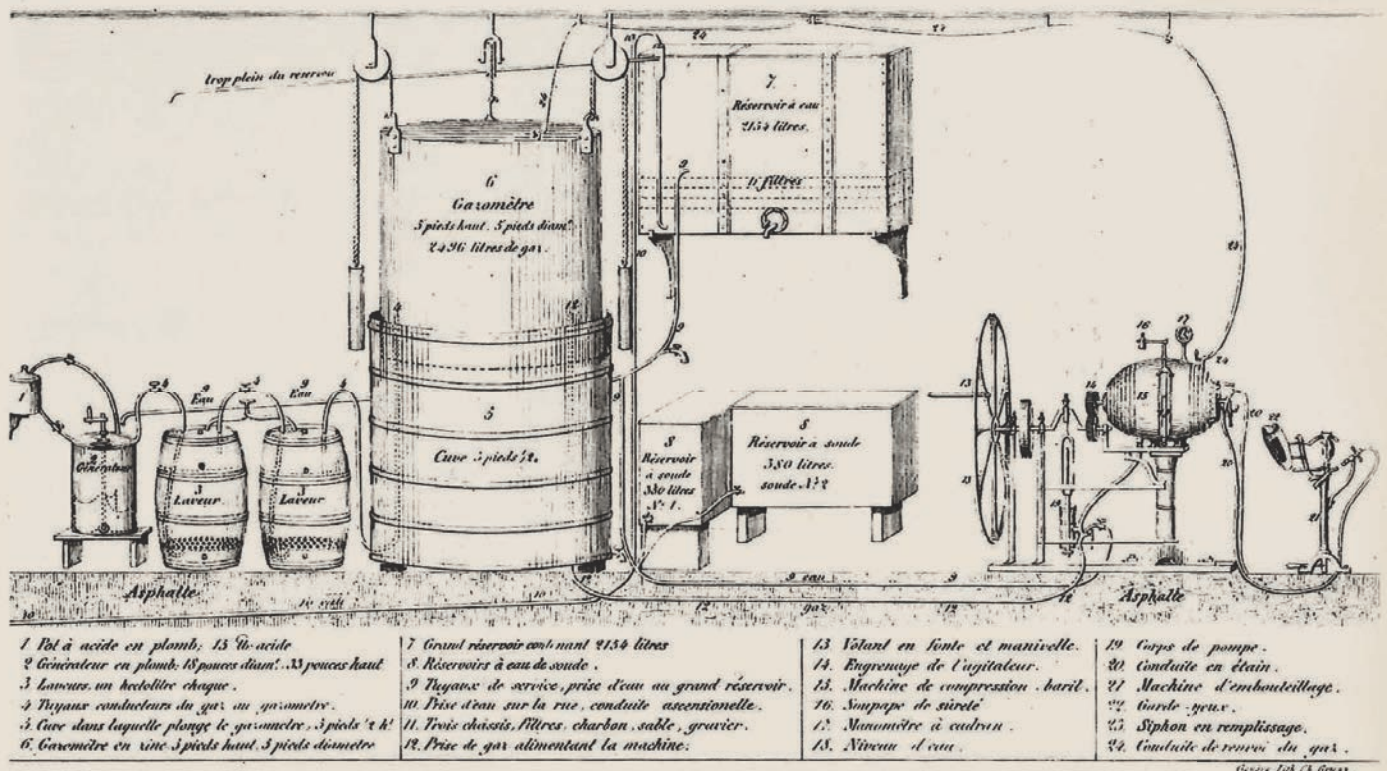
parents then sent their son to work with a silversmith, but even this was deemed below his abilities. It was, therefore, recommended Schweppes work in a sector more befitting to his capabilities and so he was sent to work as a jeweller; the first real step in the making of the Schweppes brand the world is familiar with today.

After years of working in the German jewellery sector, Schweppes was drawn to do the same work in Geneva, where he married and became a resident of the Swiss capital.

Geneva was also where Schweppes, who described himself as a keen amateur scientist, experimented with infusing gasses in water to create what was then known as artificial spa waters.

During this period, spa waters were

Schweppes was first to develop a mechanical method of aerating water in large quantities



An aerated water apparatus in use in 1858 illustrating the principles of the system devised by Jacob Schweppes, c. 1780-1783

credited as having health-giving properties. Yet, it was generally only the well-off who could afford such luxuries, as one would either have to travel to take the waters of a spa town, or have them shipped to them.

'Radical' thinkers

Although Scheppe wasn't the first person to make effervescent mineral water; he was inspired by the 'radical' thinkers of the day. One such mastermind who roused Scheppe's interest in carbonated beverages was the English clergyman-scientist Dr Joseph Priestly, who published a paper on the topic in 1772.

Upon reading the *Directions for Impregnating Water with Fixed Air*, Scheppe set about devising the best method to capture gas in liquid. This is something he achieved by developing what he called a "condensing engine" that impregnated water with the virtues of spring water better than any other method at the time. However, he was still not happy with the engine and constantly worked to make it better.

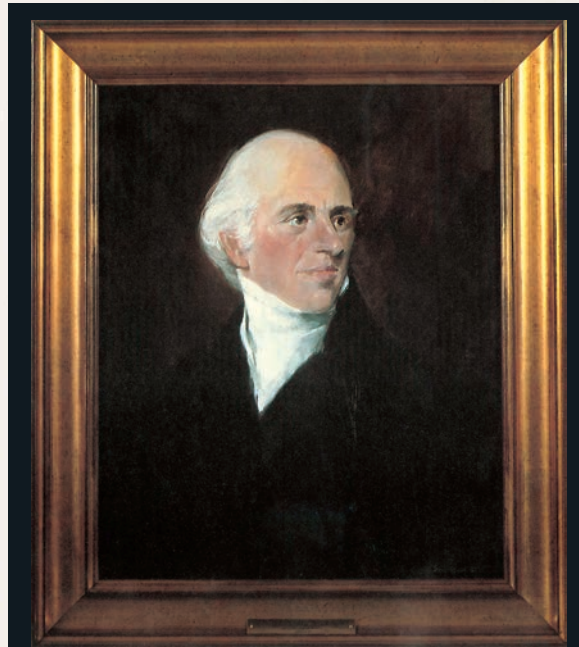
During the experiments, he was producing artificial mineral waters of good quality, which he regretted wasting. This is an integral point in Scheppe's burgeoning soft drinks career because that was when the public had the chance to trial them, and so demand increased.

First, he proposed to local doctors that any of their poorest patients could benefit from them and have them for free. However, people were not comfortable receiving these high-value mineral waters for nothing and Scheppe was obliged to place a nominal fee on them, which covered his outgoings.

Commercial enterprise

By 1783, or perhaps earlier, Scheppe had become an entrepreneur and progressed his experiments into a small commercial enterprise. At this point, it is reasonable to suggest Jacob Scheppe was the founder of the soft drinks industry we know today, having become the first to develop a mechanical method of aerating water in large quantities – and of a high standard – to sell commercially.

In the space of 10 years, his waters became well known in and around Geneva, and what started as an experi-



JACOB SCHEPPE, THE EARLY YEARS

- Born in west Germany in 1740
- Becomes known as the 'jeweller of Geneva'
- Sets out to create an aerating machine in 1772
- Finds the soft drinks industry in 1783
- Enters a partnership with mechanic Nicholas Paul and pharmacist Henry Albert Gosse in 1790
- UK expansion in 1792

ment turned into a success. As a result, he gave charge of sales to a friend, but his trust was misplaced when this man gave away the secrets of Scheppe's aerating machine to the famous mechanic, Nicolas Paul.

Paul used the machine's designs to build a better version and Scheppe eventually had to officially partner with him and his father Jaques Paul in 1790, or risk losing everything. Together, they continued to build the business, thwarted any competition and put in place plans to expand what was fast becoming a brand into a worldwide business. So successful was the carbonating machine that it passed into history under the name of the Geneva System or Geneva Apparatus.

Sadly, Scheppe was never really given any credit for the means behind the production of sparkling mineral waters. In fact, it was his partner Nicolas Paul who was given praise in

the literature surrounding the process, despite the real creator's protests.

In the same year, Scheppe's friend Henry Albert Gosse, a pharmacist, joined the team with the view of highlighting the product's medical credentials. However, the pharmacist only entered the partnership because he originally set out to compete with Scheppe, but soon realised anything he created would be inferior to the products produced by Scheppe's condensing engine.

Artificial mineral waters

In 1790, a notarial act acknowledged the trio would dedicate a decade to the manufacture of artificial mineral waters and specified the name should be Scheppe, Paul and Gosse. Later that year, a prospectus outlining the company's activities appeared in the *Journal de Genève*. The disadvantages associated with the use of imported natural mineral waters – including the loss of quality and efficacy due to transport and storage – were brought to life. The advantages of the firm's products were also explained, including their purity and maintained aeration.

Reference was also made to the benefits of the waters to doctors for treating ailments, and sick people were invited to ask for any spa town mineral waters they needed, which could be copied exactly by Scheppe, Paul and Gosse.

The range of the waters expanded dramatically but, at this time, did not look and taste like the products we know of today. They were still created to treat ailments and maintain health and were not sold in bottles of any design that would be familiar in the modern day.

Such developments would come when Scheppe took the business to the UK in 1792. It is this emigration that was the first step in cementing the now synonymous brand as we know it in the off and on-trade.

Find out how Scheppe established the business in the English market in the second chapter of A History of Schweppes in the 27 March issue. The information for this chapter was taken from the 1983 book Schweppes, The First 200 Years, by Douglas A Simmons. ■

Chapter two

From its raging success after launching in Geneva, to the torment of two World Wars, Schweppes is a brand that has fought hard for its leading position over the past 234 years. But, as the well-trodden cliché goes, what doesn't kill you makes you stronger

Jacob Scheppe battled bitter winter weather for weeks before finally landing on UK shores in 1792, carrying with him a letter from an eminent Genevan professor extolling the virtues of his spa waters.

Although business boomed relatively quickly in Geneva, Scheppe hit several unexpected snags in the English market, starting with the location of his new factory based in a slum in London's Drury Lane.

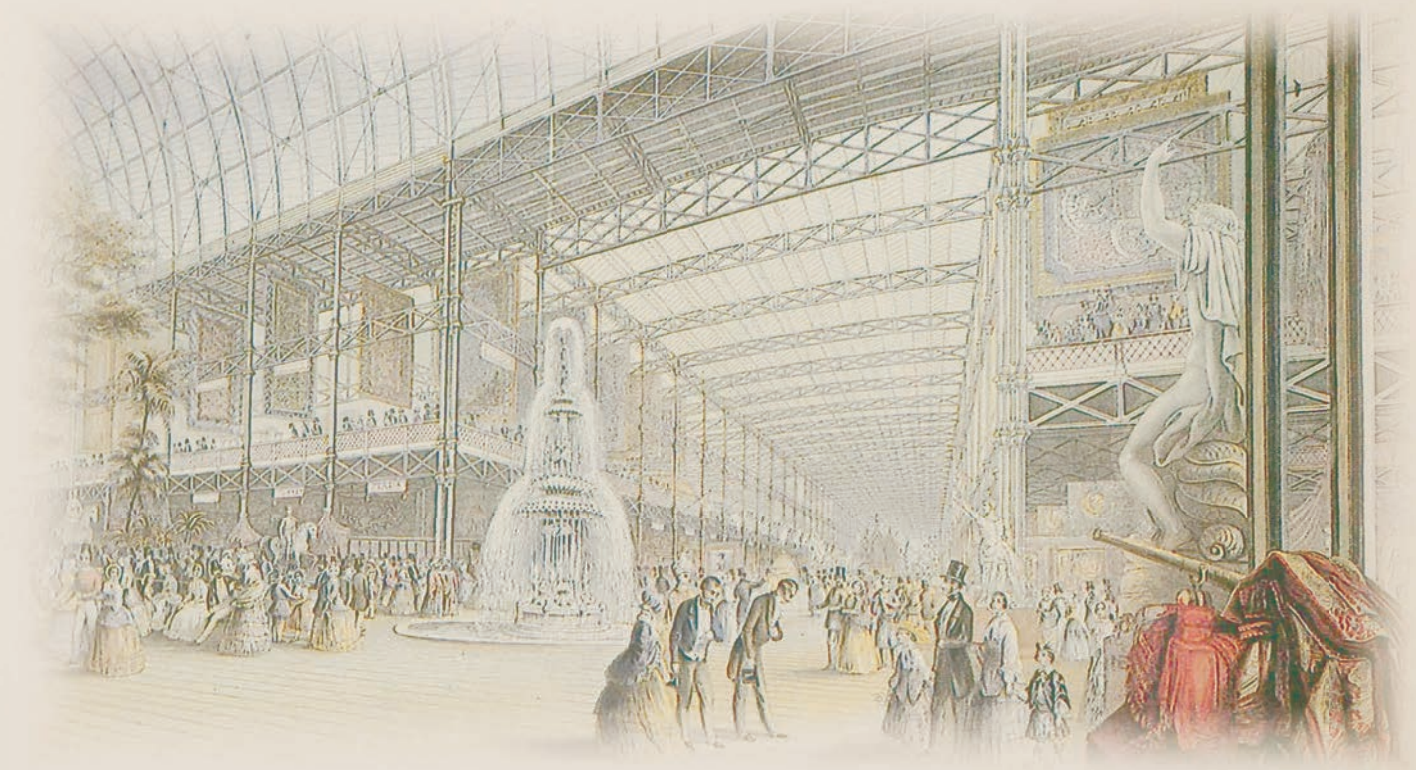
Issues snowballed from there and the business did not fly as quickly as was anticipated. An English market saturated with competition prevented consumers and physicians from sampling and lauding the product as Scheppe so desperately needed.

Further stress ensued when the Scheppe, Nicolas Paul and Henry Albert Gosse business tie-up that raised the sparkling waters to great heights on the Continent did not last. All bar Jacob lost faith in the expansion, leading him

to go it alone in 1794. Production later ceased in Geneva.

Eventually, though, headway was made when Dr Erasmus Darwin – grandfather of famed biologist Charles Darwin – advocated the effervescent waters, inevitably leading to much-needed support from other leading academics. Encouragingly, Darwin highly praised the waters, saying: "Mr J Scheppe, preparer of mineral waters, is the person who you have heard me speak of and who impreg-

PRINCELY SUM
Schweppes paid a fee of £5,500 to be at The Great Exhibition in 1851



Jacob Scheppe invents the world's first soft drink in Geneva after experimenting with imparting gasses into water

1783

Schweppes is awarded its first royal warrant from King William IV, just 50 years after the drink was invented

1836

The Great Exhibition in the Crystal Palace makes Schweppes the official drink of the show, where 1m bottles are sold

1851

Indian tonic water and ginger beer are added to the portfolio. Today's recipes are still inspired by the original drinks

1870

It was in 1916 that a kola product first appeared on the Schweppes company's price list

1916

nates water so highly with flexible air as to exceed, in appearance, Champaign.” Darwin also had a hand in coining the phrase ‘Schweppervescence’, which was used in advertisements during the 20th century.

It is important to note, at this early stage, the products were still marketed as medicines and sold in earthenware bottles, but early advertisements also reference their use as mixers for spirits. The exact transition date to the iconic skittle-shaped or ‘torpedo’ glass bottles is unknown. Records from 1809 and 1814 show the design was patented by ‘bottle enthusiast’ William Francis Hamilton.

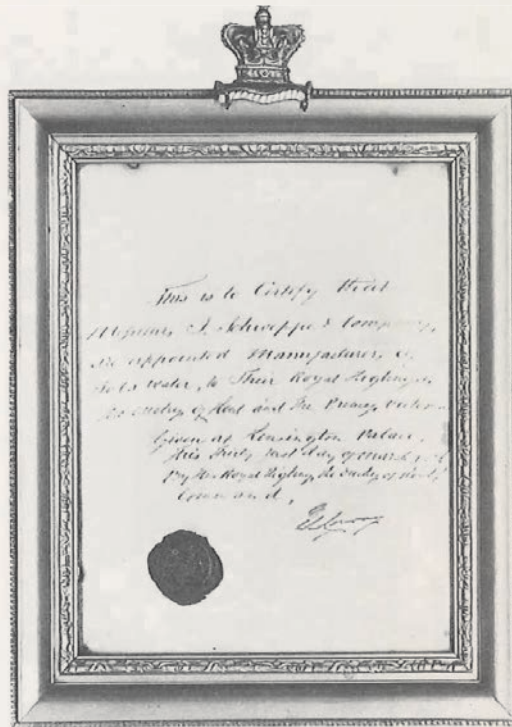
Bottles found across the globe

The earliest known skittle-shaped, branded Schweppes bottles date to 1809. This design was in use for 100 years and the bottles have been found across the globe from Arabian deserts, to South American rainforests, the depths of the oceans and dug up from people’s gardens.

Cork and wire were used to keep the products fresh and, as a result of their design, the bottle had to be stored on its side, ensuring the cork remained expanded through moisture so as not to let out any of the liquid’s precious gasses.

At the age of 58, Scheweppe prepared for retirement and handed over a large proportion of shares in the business to three Jerseymen named Henry Lauzun, Francis Lauzun and Robert George. His business in England had become a major success – with products sold across the land – and was primed for growth in the hands of the Jerseymen on Scheweppe’s death in 1821.

In the early years of the 19th century, Scheweppe’s products were produced by three new factories in Bristol, Newcastle and Derbyshire. The growth of the company and the quality of the waters was of great concern to competitors, such as William Henry who manufac-



In 1835 the company launched an artificial seltzer water and the first aerated lemonade

WELL WARRANTED
Schweppes received its first royal warrant from King William IV

tured artificial spa waters using pigs’ bladders to impart the gasses.

Competitors suffered a further crippling blow when Scheweppe’s waters received the first in a long line of royal warrants. King William IV honoured the company with the accolade after the Duchess of Kent and Princess Victoria “fell in love” with Schweppes.

The then princess was so infatuated with the products that, when she ascended the throne in 1837, she issued

a royal warrant two months later. Schweppes has received royal appointments from all successive monarchs (with the exception of King Edward VIII, who gave none during his short reign).

New guardians of the company John Kemp-Welch and William Evill took control in 1834 and immediately set about growing it further.

In 1835, they launched an artificial seltzer water – to be drunk straight, or with a little milk, wine or syrup – and also marketed the first aerated lemonade. This was the first and only sparkling fruit drink produced by the company until much later when an orange flavour was added in 1931.

Shortly before the Great Exhibition in the Crystal Palace, in Hyde Park, London, the duo opened another factory in Liverpool. The additional factory was vital because what followed the Great Exhibition was unexpected. Welch and Evill paid the princely sum of £5,500 for the privilege to sell their drinks at the largest exhibition of its time. During this period, Schweppes sales ballooned to 88,800 dozen and grew by a further 47% over the next two years. After the Great Exhibition, where 1m bottles were sold, sales rose to 192,000 dozen.

Spurred on by their success at the Great Exhibition, Welch and Evill launched a factory in Glasgow, then one in Sydney and another in New York. During this period, the duo also launched the first Indian tonic water and a ginger ale.

Developing a kola product

Towards the end of their stewardship, Welch and Evill developed a kola product at the bequest of Booker Bros of Demerara, but it didn’t appear on the company’s price list until 1916.

Schweppes was then turned into a limited company with a value of £432,000, after the death of Welch, and came under the control of 145 shareholders. Little happened in the way

Marketing becomes more trendy when Schweppes uses sensual pin-up girls to sell its products in the early '20s

The range expands into sparkling fruit juices with the introduction of orange, grapefruit and lemon

World War II stops Schweppes from making its products to the usual high standards, however, the brand still ensures its drinks are of a better quality than its rivals

The Schweppervescence (a term originally coined by Charles Darwin’s grandfather) is launched during the celebratory parade to mark VE Day

The official lifting of rationing allows Schweppes to ramp up production and bring its products back properly

1920

1930

1940-1945

1946

1948

Comparative annual sales

<i>A.D. 1834</i> 85,900	<i>1835</i> 89,200	<i>1836</i> 87,000	<i>1837</i> 88,800	<i>1838</i> 100,900	<i>1839</i> 150,900	<i>1840</i> 159,470	<i>1841</i> 137,360	<i>1842</i> 146,520	<i>1843</i> 138,220	<i>1844</i> 142,000
<i>A.D. 1845</i> 146,900	<i>1846</i> 183,760	<i>1847</i> 162,216	<i>1848</i> 145,552	<i>1849</i> 145,715	<i>1850</i> 157,366	<i>1851</i> 175,136	<i>1852</i> 192,076	<i>1853</i> 172,566	<i>1854</i> 188,934	<i>1855</i> 207,430
<i>A.D. 1856</i> 241,017	<i>1857</i> 271,897	<i>1858</i> 270,059	<i>1859</i> 320,361	<i>1860</i> 270,412	<i>1861</i> 322,199	<i>1862</i> 346,174	<i>1863</i> 392,208	<i>1864</i> 447,918	<i>1865</i> 551,436	<i>1866</i> 535,851
<i>1867</i> 566,469	<i>1868</i> 723,540	<i>1869</i> 653,810	<i>1870</i> 674,178	<i>1871</i> 694,739	<i>1872</i> 776,282	<i>1873</i> 757,168	<i>1874</i> 797,372	<i>1875</i> 784,067	<i>1876</i> 846,847	<i>1877</i> 779,852
					<i>Com. 22,664</i>	<i>20,480</i>	<i>15780</i>	<i>11840</i>	<i>12,106</i>	<i>14270</i>
					<i>798,946</i>	<i>777,628</i>	<i>813,152</i>	<i>795,587</i>	<i>858,447</i>	<i>794,102</i>

of new product development under the new rule, as focus was mainly on growing the sales of its existing portfolio through a series of glamorous hand-drawn advertisements, leading to a 20-fold sales increase.

Fortunes dipped towards the end of the century when Ernest Hooley, then owner of Bovril, Singer and Dunlop, took charge of the firm. Hooley's finances were not stable and a succession of leaders ensued following his downfall.

Eventually, Schweppes encountered calmer waters, but World War I struck, leading 439 of its workers to fight on the battlefield. Some 49 of them never returned. Just before the war, the company launched lime, lemon, peppermint and other cordials under its 'Schweppes Cottage' concept, which it revealed at the Ideal Home Exhibition in London's Olympia in 1910.

Sales did slump a little during the World War I, but were rebuilt shortly after, driven by a series of 'sensual' adverts hinged on attractive ladies. The women in the ads, fondly referred to as Schweppes Girls, were pin-up icons of the time.

Greatest period of sales

When Sir Ivor Phillips headed the company from 1919, Schweppes witnessed its greatest period of sales and launched a fully advertised range of fruit drinks such as sparkling orange and grapefruit during the 1920s and 1930s.

Interestingly, the company also ventured into the cider market in 1923 and, although short-lived, made a success of its Schweppes Cyder brand, which was made from British apples. Before the brand was shelved in 1939, it was given a gold medal at the London's Brewers' Exhibition in 1928.

The fun and success of the '20s

Just before WWI, the company launched lime, lemon, peppermint and other cordials

and '30s faded into the background at the outbreak of World War II. As a result of the war and limited supplies, Schweppes had to discontinue its Indian tonic water because quinine stocks were required for medical use.

Ingredients rationing, especially that of sugar, hit all soft drinks manufacturers and damaged the quality of their drinks. However, consumer demand for Schweppes did remain high, helped by Government recognition that ready-to-drink softs would help maintain the morale of Brits.

Overall, soft drinks production increased during the war and Schweppes, now under the control of James Joyce, ensured the quality remained superior to its competitors, despite issues with sourcing ingredients. Increased production was achieved through a programme of flavour concentration to maximise output. Although, one impediment no manufacturer could eschew was the new national label - a thin, no frills, label showing only a brand

GROWING WINNER
summary of annual sales from 1834-1877, from William and Henry Evill's notebook

ICONIC SHAPE
the earliest known skittle-shaped Schweppes bottles date to 1809

name and a production code.

Trading resumed to as near as normal following the war, but the country and manufacturers still bore the burden of rationing and a bottle shortage until around 12 October 1947, which is when Schweppes could finally commence the deconcentration of all its products.

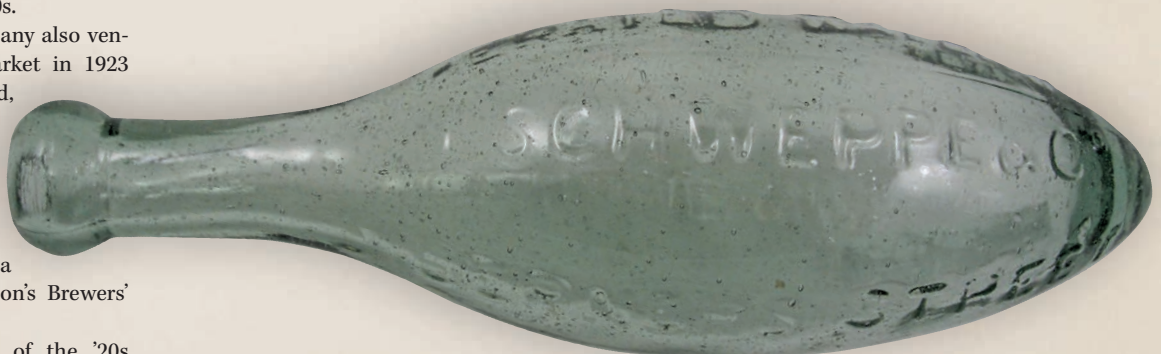
Return of the full range

A mass-marketing campaign was also launched in 1948 to showcase the fact the full Schweppes range was to return - including Indian tonic water.

Orders came flooding back, ensuring Schweppes' future after one of the most difficult periods in the company's history. During the war years, Schweppes maintained consumer appeal by advertising the fact it would eventually return in all its glory once the fighting was done.

As a result, the manufacturer soon had to fill a significant amount of orders. It is this popularity that ensured its future over the next 69 years.

In the final chapter of A History of Schweppes in the 10 April issue, find out how Schweppes propelled itself into the global soft drinks brand it is today. The information for this chapter was taken from the 1983 book Schweppes, The First 200 Years, by Douglas A Simmons. ■



Chapter three

The brand has come a long way since its humble beginnings in 18th century Geneva. But if you think Schweppes' early years were exciting, then the company's modern history has just as many twists and turns

Britain was left shattered at the end of the Second World War, which threw a few spanners in the works for Schweppes in the late 1940s and early '50s, ultimately having a negative effect on sales.

Production of Schweppes drinks soon outstripped sales – partly due to manufacturing innovations – yet this did not last long.

The company – still controlled by JW Joyce – set about rebuilding its sales team after it was depleted during WWII. A new commission scheme incentivised more sales, which proved successful and saw the company sell more than 80% of its total output. Employees were

given paid holidays and sick days as well as retirement allowances, cementing Schweppes' position as an employer with excellent workers' rights.

Things continued to improve later in the decade thanks to the company's clever advertising strategies and a shift in product targeting. In previous years, Schweppes was an upper-class beverage, marketed at the gentry.

A 'new county' was created – Schweppshire – for adverts. It depicted an idyllic region with sweeping woodland, lakes, castles and gentlemen's sports. Later on, though, it was realised the products appealed to all men and women, a philosophy that changed the way the brand was marketed.

CAMPAIGN FEVER
Schweppes increasingly turned to clever and humorous advertising after WWII

In 1951, a great sum of money (£9,300) was spent on a Schweppes Grotto for the Festival of Britain in Battersea Park, which, thanks to its sea-theme with genuine aqua life, attracted thousands of visitors. A price freeze on Schweppes products, lasting between 1948 and 1952, helped increase sales by 21.7%.

For the year of Queen Elizabeth II's coronation in 1953, Schweppes launched the 'Schwepping of the colours' campaign in shop windows across the UK. Products were dressed as grenadiers, cavalry regiments, a Royal Marines band, state trumpeters, yeomen of the guards and Scottish pipers. The activity drew a lot of consumer attention.

At this time, as is the theme today, sales of the drinks were dominant in the on-trade as mixers for alcohol and constituted 85% of Schweppes' total business. In the lead up to 1954, sales records were consistently smashed.

However, as is the sad truth today, the British weather messed things up in 1956, a year in which the summer failed to show its face. Volumes fell dramatically to the worst levels in 50 years.

Around the same time, an initiative to launch a concentrated orange juice to rival other fruit juice companies was put into motion. It was a success and went into a number of cinema chains in the UK. This programme helped to launch Schweppes Bitter Lemon along with a Sparkling Bitter Orange. Sales of the two for the final quarter of 1957 were expected to be significant. In just three months, Bitter Orange sales had reached 500,000 units and Bitter Lemon sold 250,000 units.

In October of the same year, a television advert ensured Bitter Lemon's suc-



The Taste Makers

SCHWEPPE'S TONIC WATER - BITTER LEMON - AMERICAN GINGER ALE
They mark the man who orders them, or the waitress who serves them, as a person of the utmost good taste. An ironic, sophisticated compliment to Gin, Vodka or Whisky they have no equal. WHATEVER YOUR TASTE—IT'S GOOD IF YOU INSIST ON SCHWEPPE'S



Unconventional advertising continues with the launch of the Schweppshire campaign

1 May sees the launch of the new Bitter Orange and Bitter Lemon flavours, which become a huge success

Russchian is launched into the Scandinavian market as a mixer for vodka. The drink has berry and herbaceous notes

The Schwepping campaign comes back

Consumers urged to "Release the Schhh... in you"

Clive the Leopard arrives to showcase Schweppes' strengths as a brand

1950

1957

1970s

1980

1990

1998

cess, bringing with it new customers. The high sales encouraged other soft drinks manufacturers to launch their own versions. Overall sales of carbonated soft drinks rose by 19.7% compared with the previous year because of these new flavours, followed by another 15.4% increase in 1958.

By the end of 1958, the company was in a strong position with profits exceeding £3m for the first time in history. To keep up with growing demand, six new factories were erected in Aintree, Fareham, Birmingham, Gateshead and the largest and most modern in Sidcup.

At the turn of the decade, Bitter Lemon was launched in a canned format to complement bottles in the on-trade. This, along with the rise of grocery superstores, signalled a change in the market and led to increased off-trade sales.

Viscount Harold Watkinson took over as chairman of the board in 1962 and, in the summer of 1965, launched a new range of low-calorie 'slimline' sparkling soft drinks.

Sales of low-calorie tonics and other mixed drinks outweighed those of the full-sugar products. In an interesting twist, the same trend is being experienced today. Slimline sales doubled and outstripped the performance of the wider soft drinks market.

During the 1960s, in a bid to expand into other markets, the business acquired Typhoo Tea and Kenco Coffee, bringing overall profits up to a healthy £10.8m. After another merger, Schweppes became Cadbury Schweppes in 1969, which launched the group successfully into the next decade. In 1999, The Coca-Cola Company acquired Cadbury Schweppes in one of the biggest mergers of the time. The buyout further propelled the brand into the spotlight.

The decades after the war were bountiful for Schweppes, which took advantage of consumer advertising, using clever word play and slogans like "only



Nicole Kidman was revealed as brand ambassador for European activity in 2009

JUST THE TONIC
Schweppes' annual spend on marketing rose from around £10,000 in 1900 to more than £20m in recent years

one Schwepping day until Christmas" and "Thirsty – take the necessary Schweppes". In the 1980s, this campaign was revived and utilised as a verb, such as in its "Schwepping is assessing your liquid assets" advertising, which encouraged consumers to use the beverage as a mixer with alcohol.

To put ad spend into perspective, in 1900 around £10,000 a year was spent promoting the brand, growing to £100,000 by 1930, £450,000 in 1964 and more than £1m in later decades. Adverts mainly appeared in high-class maga-

zines like Vogue, Punch and Tatler until later years when it was rolled out to a wider audience. But spend on TV ads reached all commercial broadcasters.

Comedian John Cleese, famed for shows such as *Monty Python* and *Fawlty Towers*, brought a little humour to the campaigns in the late 1980s, including with his 'public service' cinema ad. The advert played on subliminal messages, hiding the Schweppes brand on shoes, in pictures and with whispers from characters in the background. UK ads were just as funny, putting Cleese in a faux-art monochrome setting, where he recited affirmations before being drenched in Schweppes Tonic Water.

A series of campaigns launched in the '90s, including the "Release the Schhh... in you" and those featuring Clive the Leopard, developed to symbolise the pride, competence and strength Schweppes claimed to have.

Nicole Kidman was revealed as brand ambassador for Schweppes' European activity in 2009 and the chic Uma Thurman in 2011.

Last year, the brand launched a smart and sophisticated redesign and has returned its focus to the quality of its bubbles and the benefits of carbonation to bartenders.

After over two centuries serving Great Britain, in 2017, Schweppes will be celebrating its 225 year anniversary of when Jacob Scheppe brought his iconic bottled bubbles to the city of London for the first time. To mark the occasion Schweppes will be heroing rediscovered mixed drinks and creating new variations of classic cocktails to celebrate Schweppes' heritage in Great Britain.

This is the final chapter of A History of Schweppes and was written to celebrate the brand's 234 years of history. The information for all chapters was inspired by the 1983 book Schweppes, The First 200 Years, by Douglas A Simmons.

Nicole Kidman is employed as brand ambassador

A new brand ambassador in Uma Thurman is put to work in a sparkle and fresh campaign

Schweppes focuses on its quality of serve and its benefits as a mixer in pubs and bars

The range is given a new sleek look to make the brands stand out more

Schweppes celebrates 225 years of serving Great Britain

2009

2011

2015

2016

2017