

## Canada Dry Ginger Ale



BY RONALD WOLF

There are plenty of people named John McLaughlin. They range from musician, politicians to everyday people. But this McLaughlin did something no other McLaughlin did. He invented the Canada Dry company.

Canada Dry Ginger Ale, like most soft drinks at the time, all have similarities as they were invented by either pharmacists or those in the medical fields.

I can remember as a child, like most readers; anytime I got sick or had an upset stomach my parents gave me flat Canada Dry Ginger Ale and toast.

But Canada Dry is not a recent company nor was it a recent soft drink. In fact, this ginger ale was invented by John McLaughlin in 1904. McLaughlin was a Canadian pharmacist and chemist in Enniskillen, Ont. He opened a carbonated water plant in Toronto.

McLaughlin was the oldest son of Robert McLaughlin, founder of McLaughlin Carriage and McLaughlin Motor Car, located in Oshawa, Ont. It was the largest such business in the British Empire. His two brothers, Robert Samuel "Colonel Sam" McLaughlin, and George

William McLaughlin took control of their father's firm and steered it into the automobile business. The move resulted in it becoming General Motors Canada in 1918. However, John also enjoyed considerable success in his own business.

In 1904, he created Canada Dry Pale Ginger Ale. When McLaughlin began shipping his product to New York City in 1919, it became so popular that he opened a plant in Manhattan shortly after. After his death, the company was run briefly by Sam. P. D. Saylor and Associates (they bought the business from Sam McLaughlin) and Canada Dry Ginger Ale, Inc. was born.

In 1907, the drink was appointed to the Royal Household of the Governor General of Canada, seeing the change in the label from a beaver atop a map of Canada to the present Crown and shield.

On May 16, 1922, "Canada Dry" Pale Ginger Ale was trademark registered. "The Champagne of Ginger Ales" is another famous Canada Dry trademark.

In the 1930s, Canada Dry expanded worldwide, and from the 1950s onward, the company introduced a larger number of products. Norton Simon took

an interest in the company in 1964, and it merged with Simon's other holdings, the McCall Corporation and Hunt Foods, to form Norton Simon Inc.

Dr. Pepper bought Canada Dry from Norton Simon in 1982. In 1984, Dr Pepper was acquired by Forstmann Little & Company, and Canada Dry was sold to R. J. Reynolds' Del Monte Foods unit to pay off acquisition debt. RJR Nabisco sold its soft drink business to Cadbury Schweppes in 1986. Today, Canada Dry is owned by Dr Pepper Snapple Group, which spun out of Cadbury Schweppes in 2008, but the ginger ale bottles often bear a map of Canada as part of the beverage's logo.

Some of the Canada Dry's family of soft drinks include: Canada Dry Spur Cola, Hi-Spot, Apple, Tutti (cherry and fruit punch), Wink, and Orange (retired from Panama), Canada Dry Golden Cockerel Ginger Beer, Sussex Golden Ginger Ale, Cranberry Ginger Ale, Diet Cranberry Ginger Ale, Lemon Ginger Ale (retired), Canada Dry Flavored Sparkling Seltzer Water (Orange, Lime, Raspberry, Cherry), Canada Dry Cream Soda (limited availability in U.S., UAE and Kuwait), Pineapple Canada Dry (limited U.S. availability), Peach Canada Dry (limited U.S. availability), Black Cherry Wishniak (limited U.S. availability), Island Lime (limited US availability), Wild Cherry (limited U.S. availability), Pink Grapefruit Canada Dry (available in Peru only).

At one time, Canada Dry also produced a wider range of flavored sodas, including orange, grape, Jamaica Cola, Cactus Cooler, and Sport Cola (caffeine-free), but many of these are no longer available.

Canada Dry Green Tea Ginger Ale, Sparkling Green Tea Ginger Ale, and Canada Dry White Tea Ginger Ale with Raspberry are part of the newest flavours.

Canada Dry Ginger Ale truly deserves a spot in All Things Canadian.

A big treat's at hand!

Switch to  
CANADA DRY  
GINGER ALE  
- It's delicious!  
- It's sparkling!  
- It's zestful!

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IT'S AMERICA'S Ginger Ale

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