

# Classic Coca-Cola Sign Points to Refreshment in Quito, Ecuador

Story and photos by Monica Elling

While on a recent trip to visit her niece, who is an exchange student there from Oral Roberts University, Monica Elling noted that though Pepsi-Cola has a presence in Ecuador, only Coca-Cola was evident wherever she travelled. Most of the plentiful market places had private shops selling nothing but Coca-Cola products. Though family size containers are of plastic, most private size containers are still in reusable glass in both 6-1/2 oz. (192 ml.) and 10 oz. (300 ml.) sizes. Cost in US currency is 40 cents, plus a 10-cent deposit for the bottle if it is carried away. Monica noted that in formal family restaurants, leaving with a glass drink bottle from the premises was forbidden!

The glass is all clear and is manufactured in Ecuador by a plant of the Owens-Illinois Glass Company, of Perrysburg, Ohio. One vendor had former classic glass bottles on display up on a shelf that was protected from breakage due to regular earth tremors in this mountainous region. Ecuador has several active volcanoes and dust from them settle on everything!

Monica was struck by the care people take in Ecuador to reuse many items like dining ware and glass, and saw very little trash discarded along the tourist paths and roadways.



**A classic bottle collection shows bottles covered in another tradition there, volcanic dust!**



**Left: All Americans see a familiar product when visiting Ecuador in South America.**

**Below: Monica Elling, of Tennessee, opens a crown top bottle from wall mount opener.**



**Private refreshment shops provide Coke products in most market places.**