

# Choc-Ola

By Steve Lang

Harry Normington, Sr. was a businessman who started a chain of ice cream parlors in 1934 around Allentown, Pa. He was forced to close his parlors due to the poor economy in 1941 and he moved his family to Vincennes, Indiana in 1943 where he found work at the Meadow Gold Dairy. During this time he had the idea of making a new 6oz Chocolate drink which would eventually become Choc-Ola.

Later in 1943, Normington moved his family to Indianapolis and purchased a building in the 2300 block of Churchman Ave. on the near southside. In 1944, Choc-Ola Bottlers, Inc. started producing their chocolate drink. After purchasing a route truck and utilizing 7-up distributors, the chocolate drink

was distributed around Indianapolis, Indiana and the Midwest.

Choc-Ola was produced in bottles and then cans and used the slogan "Cow-Power." There are several versions of the ACL logo bottle and one embossed bottle that is the earliest container. There are a couple of cans but only one from Indianapolis. At some point, a large cow statue was placed at the south end of their parking lot as their mascot. That cow statue was sold to a local used car dealer and is supposedly still around town.

Choc-Ola was gaining a large local following in the 1970s and this was helped with local advertising on WTTV channel



4. Spots during the popular Cowboy Bob's Corral or Cowboy Bob's Chuckwagon Theater and the Saturday night scary movie show Nightmare Theater hosted by Sammy Terry helped promote the chocolate drink. The jingle that was used in their television ads was written by Cowboy Bob himself.

In 1977, at the height of the Choc-Ola success, Normington sold the company to Atlanta-based Moxie Industries who continued producing the drink in Indianapolis until 1982 when it moved the operations to Consolidated Chocolate in Doraville, Ga. where it was made until 1985. Moxie sold the rights to The Chocolate Group, parent company of Yoo-Hoo, one of Choc-Ola's competitors, in 1985 and Choc-Ola ceased to exist in the late 1980s.

Pete Rose contacted Moxie/Consolidated Chocolate, the new owners of Choc-Ola in 1978, to partner with them on a new chocolate drink. He loved Chocolate drinks and Choc-Ola was one of his favorites. They agreed and "Pete" showing a sliding head first Pete Rose on the can was born. Because of his contract he could not endorse or advertise anything using the Cincinnati Reds or even be shown in his Reds ball cap. The drink was short-lived.

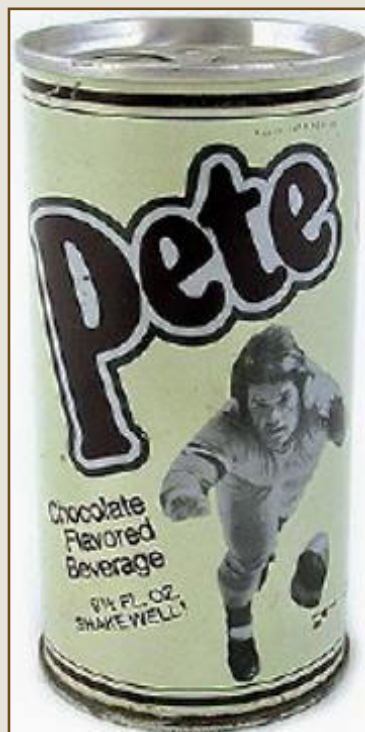
In 2003 Yoo-Hoo Industries (formerly the Chocolate Group) sold several beverage brands to the Mott's division of Cadbury-Schweppes including Choc-Ola. The trademark on Choc-Ola expired in 2009 and Mott's did not renew it. In 2010, Dan Iaria, the owner of the Rock-Cola Café in Indianapolis secured the Trademark for Choc-Ola and began selling it in his 1950s-style café. In 2011, a deal was struck with Prairie Farms Dairy to manufacture Choc-Ola at their Anderson, Indiana plant. Today the popular drink is distributed throughout the Mid-west once again through Walgreen's and online sales.



Cow Power Can from the 1970s



Choc-Ola Bottle



Pete Rose, Endorsement was Short Lived



6 Pack of Choc-Ola from the 1960s

