

Coca-Cola & Santa Claus

The Santa Claus we all know and love (that big, jolly man in the red suit with a white beard) didn't always look that way. In fact, many people are surprised to learn that prior to 1931, Santa was depicted as everything from a tall gaunt man to a spooky-looking elf.

From 1931 to 1964, Coca-Cola advertising showed Santa delivering toys, pausing to read a letter and enjoy a Coke, visiting with the children who stayed up to greet him, and raiding the refrigerators at a number of homes. Illustrator Haddon Sundblom developed these iconic advertising images of Santa Claus based on the 1822 poem "A Visit from St. Nicholas" (commonly known as "'Twas The Night Before Christmas").



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<https://www.coca-colacompany.com/company/history/five-things-you-never-knew-about-santa-claus-and-coca-cola>