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ALI COLA.
The cola in skin colors.

#CheersToTolerance

They look different on the outside but are all the same on the inside. That's true of people all over the world – and now of cola, too. Or at least ALI COLA, the first cola that comes in six different skin colors.

It all started in 2012, when everyone in Germany was discussing the theories published by the politician Thilo Sarrazin – who believes, for example, that all human traits (including intelligence) have a genetic component. In protest, Aydin Umutlu from Hamburg invented his own cola as a pro-integration statement. ALI COLA was born. An everyday manifesto for more tolerance – in beverage form. A cola that responds to prejudice and clichés with irony and humor. The slogan: cheers to tolerance.

In 2017, politics is once again lurching to the right – so ALI COLA is becoming even more diverse. Instead of coming just in the usual black, cola is now available in six different skin colors. But though they look different, all six colors taste exactly the same.

“They’re all the same; they just look different on the outside. Like people,” explains Aydin Umutlu.

ALI COLA supports Kiron, an NGO that has found a way to cut red tape and help refugees earn university qualifications thanks to online courses and partner universities.

ALI COLA can be ordered online from alicola.de and will soon be available in the Berlin and Hamburg metropolitan regions.