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The Portugal captain inadvertently caused a worldwide stir for turning his nose up at the popular soft drink in front of the media; Cristiano Ronaldo's disdain for Coca-Cola has been one of the major talking points of Euro 2024, but why did his actions cause so much controversy? Goal is here to tell you everything you need to know about the incident.

Ronaldo has once again been one of the star attractions at the European Championship, scoring three goals in Portugal's first two group matches to put them within sight of a place in the round of 16. However, the Juventus superstar's exploits on the pitch have been overshadowed by a now-infamous show of contempt towards one of the world's most popular brands in front of the media.

What was the Cristiano Ronaldo - Coca-Cola incident? Ronaldo sat down for his first pre-match press conference of the tournament before Portugal's clash with Hungary, and noticed that two bottles of Coca-Cola were sitting directly in front of him. The 36-year-old promptly removed the soft drinks from the view of the cameras and replaced them with a water bottle, rolling his eyes while muttering with an undertone of disgust "Coca-Cola". Ronaldo held up his water bottle before setting it down and said "Água" - the Portuguese term for water - in an apparent attempt to urge people to drink water instead of Coca-Cola.

Did the Ronaldo - Coca-Cola incident inspire others? Manuel Locatelli took the same stance as Ronaldo prior to Italy's 3-0 victory against Switzerland in their second Group A fixture last Wednesday, smiling broadly while placing a water bottle at centre stage instead of the customary two Coca-Cola bottles.

France midfielder Paul Pogba, meanwhile, appeared to take aim at another of Euro 2024's main sponsors when he removed a Heineken bottle from his view at a media event.

The Manchester United ace is known to be a devout Muslim and