

# The Coca-Cola Company How We're Taking Action

In 2014, The Coca-Cola Company joined forces with Dr Pepper Snapple Group and PepsiCo in a landmark agreement to decrease beverage calories in the American diet. The beverage industry set a goal to reduce beverage calories consumed per person nationally 20% by 2025. Since 2014, we've taken these steps to make this goal closer to a reality.

## Offering more beverage choices with zero sugar or reduced sugar

From reformulating products to creating new ones to developing smaller sizes, we're exploring all paths to bring consumers more choices.

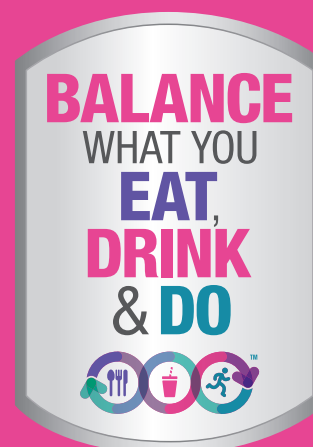
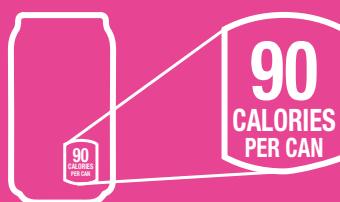


## Driving availability and demand for zero sugar and reduced sugar beverages

We're using our marketing expertise and distribution network to increase access to—and consumer demand for—lower calorie choices.

## Encouraging consumers to make informed choices

We've added "balance" messaging to stores across the U.S., and put calorie information on the front of all packages.



*The Coca-Cola Company*

## Offering more beverage choices with zero sugar or reduced sugar

### More Choices

**250**

of our beverages are low-and-no calorie options.

### Other new offerings include:

Sprite Cherry Zero, Zico coconut water and Aloe Gloe, 9 new flavors of DASANI Sparkling, 2 new types of Honest Tea, fairlife SuperKids, Minute Maid Frozen Smoothies.



### Smaller Portions

**60% of our total US brands** are now offered in 7.5 oz or less.



### Less Sugar

We support the World Health Organization's recommendation of limiting added sugars to 10% of daily caloric intake

**Minute Maid Light** now comes in two new flavors, both 15 calories per serving.



**Coke Life** has 35% fewer calories and less sugar than Coca-Cola.



**Coca-Cola Zero Sugar** has zero calories and zero sugar.





## Driving availability and demand for zero sugar and reduced sugar beverages

Our marketing programs are designed to boost consumer demand for reduced sugar and lower calorie choices, with a focus on flavor, hydration and taste.



The “One Brand” global marketing strategy unites the Coca-Cola family under one visual identity—the Red Disc—making it even easier for consumers to choose their Coca-Cola, with or without sugar, with or without caffeine.



The “Share an Ice Cold Coke” summer campaign was expanded to include Coca-Cola Zero Sugar, and other zero sugar and reduced sugar products.



Working with stores and restaurants, we’ve increased access to smaller sizes, and options with zero sugar or reduced sugar.

**We’ve introduced more choices in restaurants:** smartwater sparkling, vitaminwater and vitaminwater zero, Gold Peak Tea, Barrilitos Aguas Frescas.

Coca-Cola Freestyle platform offers 90 low-and-no calorie options.

Locally, in test-and-learn markets, we’re advancing the Balance Calorie Initiative goals through our commercial actions and increased marketing resources.

By introducing five mandatory actions in test-and-learn stores, we’ve increased access and availability to zero sugar and reduced sugar beverages, and smaller packages—as a percent of in-store displays, shelf and cooler sets, and meal-and-snack purchase combinations.



Successfully increased zero sugar and reduced sugar beverage availability mix with at least two key target brands.



Increased small package penetration mix across all 5 local BCI communities.

Since 2015, we have increased our marketing investment in support of zero sugar and reduced sugar and smaller package media messaging as well as in-and-out of store sampling.



Tested new beverage aisle shelf sets to meaningfully boost the quantity of small packages and product options with zero sugar or reduced sugar.



Tested new and unique smaller packaging sizes as well as various cup sizes in the local test-and-learn markets.

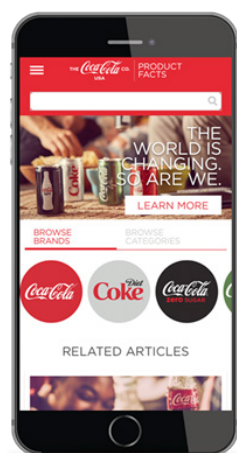


## Encouraging consumers to make informed choices

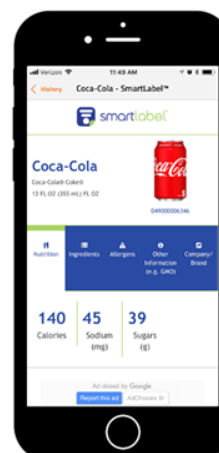
In 2010, we started putting clear calorie information on the front of every bottle, can, and pack we make. In 2017, we began placing new Nutrition Facts Panels on many of our leading brands, including Coca-Cola and Coca-Cola Zero Sugar, and are committed to completing this transition across our entire portfolio by early 2019



We're making our online Product Nutrition information more transparent and easier to navigate.



We aim to add SmartLabel QR codes to all our beverages by the end of 2018 in an effort to provide consumers with details to make informed decisions.



We've added signs on coolers and vending machines to remind consumers to consider calories and balance before choosing a beverage.



Balance Calories Initiative (BCI)

BalanceUS.org