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# Coca-Cola Gives Consumers More Reasons to Open a Little Happiness

## Coca-Cola expands affordable options for consumers

ATLANTA--(BUSINESS WIRE)-- Enjoying little moments of happiness just got easier. Coca-Cola announced today that it will provide a more affordable price point for the popular 7.5 oz. mini can to expand consumer's options for enjoying their favorite Coca-Cola beverage.

The new price point will make the mini can more accessible during smaller thirst occasions. The new recommended pricing for an 8-pack of Coca-Cola mini cans will reduce the average price for the package to just under three dollars. This makes the per can cost comparable to that of the 12 oz. can fridge pack for most of the year.

"We are constantly listening to our consumers as we strive to provide them with the right Coca-Cola beverage in the right package and price point, for the right occasion," said Katie Bayne, President & General Manager of Sparkling Beverages, Coca-Cola North America. "Consumers today want affordable options for their favorite beverages. And the new mini can pricing makes it even easier for consumers to enjoy the great taste of their favorite Coca-Cola beverage even when they want a little less."

The Coca-Cola mini can leads the beverage industry in design innovation and affordability. The Coca-Cola mini was the first portion control beverage to be introduced in a sleek design in 2009. Now in 2011, for the first time in the beverage category, the popular portion control package is available at an affordable everyday price.

The new recommended pricing is being introduced to the Coca-Cola System and extends to the entire line of mini can beverages including: Coca-Cola, Diet Coke, Coke Zero, Sprite, Fanta Orange and Seagram's.

Consumers will soon see even more package options for their favorite Coca-Cola beverages. A new 12.5 oz PET bottle will be available for Coca-Cola trademark brands this fall. This new package joins the 16 oz., 20 oz. and 1 liter packages that are sold icy cold at retailers throughout the country.

Coca-Cola's affordable range of beverage options and package sizes are designed to empower consumers to make the beverage choice that best suits their lifestyle, occasion and need. Coca-Cola also provides front of pack calorie labeling on its beverages to ensure consumers can make informed beverage choices. For more information, please visit [www.livepositively.com](http://www.livepositively.com).

## The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and

Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

The Coca-Cola Company  
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