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Minute Maid® Juices To Go® Shakes Things Up With Two New Fruit and Veggie Beverage Blends

Enjoy the taste of fruits and veggies on the go with exciting new flavors — Minute Maid Tropical Blend and Minute Maid Berry Blend

ATLANTA--(BUSINESS WIRE)-- Minute Maid Juices To Go welcomes two new thirst-quenching flavors to its product line, Minute Maid Tropical Blend and Minute Maid Berry Blend. The new blends are the first Minute Maid Juices To Go products to contain vegetable juice—providing a blended fruit and veggie taste on the go. Minute Maid Tropical Blend and Minute Maid Berry Blend are available in convenient 15.2 fl. oz. single-serve bottles, which are perfect for active lifestyles.

Minute Maid Tropical Blend and Minute Maid Berry Blend Beverages contain a variety of carefully-selected fruit and vegetable juices. Minute Maid Tropical Blend is made with carrot, pear, mango, and pineapple juices. And Minute Maid Berry Blend contains pear, grape, purple carrot, pumpkin, beet, blueberry, raspberry, and strawberry juices. Both juice beverages deliver the flavor our fans love with essential vitamins. Minute Maid Tropical Blend contains 100% of vitamins A and C. And Minute Maid Berry Blend contains 100% of vitamin C.

“Our goal is to keep our fans refreshed with great taste and good nutrition and we are excited to offer them more options from our Minute Maid Juices To Go product line,” said Charles Torrey, Vice President of Minute Maid Marketing. “Minute Maid Tropical Blend and Minute Maid Berry Blend are full of flavor and sure to provide active individuals with delicious refreshment on the go.”

The extension of the Minute Maid Juices To Go product line will be supported with an integrated marketing campaign that includes point of sale, direct consumer engagement initiatives and advertising. Minute Maid Tropical Blend, Minute Maid Berry Blend and other Minute Maid Juices To Go varieties, including Minute Maid Orange Juice and Minute Maid Apple Juice, are available nationwide in convenience stores and anywhere single-serve juice is sold at a suggested retail price of \$1.79-\$1.99.

About 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, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands including [Diet Coke](#), [Fanta](#), [Sprite](#), [Coca-Cola Zero](#), vitaminwater, [Powerade](#), [Minute Maid](#), Simply, Georgia and [Del Valle](#). Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of more than 1.8 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. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit [Coca-Cola Journey](#) at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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