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# **Photo of Chairmen of Coca-Cola and illycaffè Share Samples of New illy issimo Products with Consumers in New York is Available on Business Wire's Web Site and AP PhotoExpress**

## **New Premium Ready to Drink Coffees Part of Joint Venture Between Coca-Cola and illycaffè**

NEW YORK--(BUSINESS WIRE)-- Photo of Chairmen of Coca-Cola and illycaffè Share Samples of New illy issimo Products with Consumers in New York is Available on Business Wire's Web Site and AP PhotoExpress.

Muhtar Kent, chairman and chief executive officer, The Coca-Cola Company and Andrea Illy, chairman illycaffè S.p.A., share samples of illy issimo, a new line of premium ready-to-drink coffees, with consumers Alica Charles (L) and Jonathan Bender (R) at the Rizzoli Bookstore in New York. The two companies formed a joint venture to capture opportunities in this high growth, profitable beverage category. HO-Photo--MichaelPugh.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5975288&lang=en>

Source: The Coca-Cola Company