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vitaminwater® kicks it up a notch… naturally!

introducing vitamin**water energy™ featuring a natural energy boost from green coffee bean extract**

NEW YORK--(BUSINESS WIRE)-- the **vitamin**water® family is growing. the leader in the nutrient-enhanced water beverage category is sashaying into the energy category with **vitamin**water energy™, a lightly-carbonated beverage that features a natural energy boost from green coffee bean extract.

The makers of vitaminwater introduce vitaminwater energy, featuring a natural energy boost from green coffee bean extract (Photo: Business Wire)

vitaminwater energy™ features natural flavors and sweeteners without added preservatives or sodium. it provides a great option for those who could benefit from a natural energy kick, like the “double-shifters”, the “all-night term paper writers”, and the “i-really-want-to-do-well-on-the-first-day-of-the-new-jobbers”.

“there is a large contingent of people that like the functionality of energy drinks, but are looking for one that is straightforward and simple—one that’s going to give them a kick from a source they can understand,” said scott hargrove, group marketing director, **vitamin**water®. “**vitamin**water energy™ has a clear-cut formula that gives people a natural energy boost so they can get the most out of their natural talents.”

offered in a sleek 11.5 fl oz can, **vitamin**water energy™ is available at convenience stores around the country in three flavors: strawberry-lime, berry-punch and orange-mango. a fourth flavor, raspberry-citrus, is available exclusively at 7-eleven stores. the beverage is sweetened with a blend of cane sugar and stevia leaf extract, and contains 80mg of caffeine (from green coffee bean extract) and 50 calories per can. suggested retail price is $2.29.

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 1.9 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

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