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Barq's® Root Beer Brings the Bite to Mardi Gras

The Bold Brand Partners with Gulf Coast Artist Terrance Osborne for "Mardi Barq's"

ATLANTA--(BUSINESS WIRE)-- Parades, costumes, beads, king cake and more mark Mardi Gras, the culmination of the Carnival season. This year, Barq's Root Beer is excited to "bring home the bite" through "Mardi Barq's" – the title of original artwork by local New Orleans artist Terrance Osborne that celebrates the rich history of Barq's Root Beer and captures the energy of Mardi Gras.

Barq's Root Beer has partnered with Terrance Osborne, an artist inspired by the culturally diverse Gulf Coast, to bring the spirit of the Brand to life through his "Mardi Barq's" piece. The artwork is on an eight-foot wood panel and depicts a colorful Mardi Gras celebration seen in communities across the Gulf Coast during the Carnival season, reflecting the culture and heritage of Barq's Root Beer. (Photo: Business Wire)

Founded in 1898 by Edward C. Barqs in Biloxi, Mississippi, Barq's Root Beer is part of the history and culture of the Gulf Coast. Barq's with its crisp, refreshing bite and Mardi Gras with its colorful history, both celebrate the boldness of the region.

"Barq's Root Beer has brought the bite to Mardi Gras for more than 100 years," said Kimberly Paige, Vice President of Sprite and Flavors, Coca-Cola North America. "We're thrilled to celebrate these festivities, while giving a nod to our heritage."

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Osborne attended the New Orleans Center for Creative Arts (NOCCA) and graduated with a degree in Fine Arts from Xavier University of Louisiana. He taught elementary school for five years before the life-changing events of Hurricane Katrina spurred him to pursue a new career path.

"Art is my passion and I enjoy capturing moments like Mardi Gras in action," Osborne said. "Barq's Root Beer was part of my childhood, so the beverage is connected with positive family memories and my community."

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 20 billion-

dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, **vitamin**water, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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 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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