May 1, 2017

Share This: Gold Peak® Tea and Feeding America® Ask Fans to Help Provide More than 1 Million Meals*

Gold Peak to donate to people in need for every meal virtually shared

ATLANTA--(BUSINESS WIRE)-- Gold Peak Tea and Feeding America®, the nation's largest domestic hunger-relief organization, are asking fans to help provide more than 1 million meals* to families in need. Between May 1st and June 30th, Gold Peak will donate 11 meals* to Feeding America for each meal virtually shared through the appropriate channels up to 100,000 shares. There are two ways people can help:

- Text SHARINGMEALS to 26739 and share a description of a meal that reminds them of home
- Post a photo of a meal on Twitter or Instagram and include #GoldPeakSharingMeals

Known for its premium line of iced teas and coffee products, Gold Peak prides itself on delicious home-brewed taste. It's this nod to home, and the notion that home is so often associated with food, that prompted the brand to reach out to Feeding America about a partnership.

"Gold Peak has a passionate following of fans who love the 'taste that brings you home,' but we believe home is as much about a feeling as a place," said Aaliyah Shafiq, Gold Peak brand director. "For many of us, when we think of 'home', we think of moments sharing meals with family. But there are too many people who may not know where their next meal will come from, and we wanted to do our part to help. Feeding America is a wonderful organization with a meaningful mission, and we're excited to work with them to help more families in need."

The program will be publicized through point of sale materials and targeted digital advertising. More information can be found at sharingmeals.goldpeakbeverages.com.

Feeding America is responsible for serving more than 4 billion meals a year to 46 million Americans – including 12 million children and 7 million seniors – through its network of 200 food banks serving 60,000 agencies nationwide.

"Feeding America is incredibly excited to partner with Gold Peak Tea in their efforts to help provide more than 1 million meals to people in the United States who are facing hunger," said Nancy Curby, SVP of Corporate Partnerships & Operations. "We look forward to a partnership that will help provide nutritious food to people in need as we work together in the fight to end hunger."

**One dollar helps provide 11 meals secured by Feeding America on behalf of member food banks.*

About Gold Peak Tea

Gold Peak Tea produces a premium line of iced tea and coffee products. It recently introduced a new line of artfully crafted specialty drinks that are made with real milk and sugar, ranging in personality from spicy chai tea to decadent salted caramel. Gold Peak is a billion dollar brand, and is part of The Coca-Cola Company (NYSE: KO), the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands and nearly 3,900 beverage choices. For more information, visit www.goldpeakbeverages.com.

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Source: The Coca-Cola Company