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# Coca-Cola and Celebrity Chef Ingrid Hoffmann Partner to Bring the Fiesta Home This Cinco De Mayo

*The Cooking Channel star shares authentic Mexican recipes and party tips that will bring families and friends together this holiday*

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company and Ingrid Hoffmann are coming together to provide families with simple recipes and fun party ideas to celebrate this Cinco de Mayo. Inspired by her new book "Latin D'Lite" and Coca-Cola's wellness programs, Hoffmann created meal solutions to help families make smarter choices this holiday.

"With our 126-year history of bringing people together, we know that great food and a good party bring friends and families even closer," said Lauventria Robinson, VP Multicultural Marketing, Coca-Cola North America Group. "With the help of Ingrid Hoffmann, we're taking a different approach to Cinco de Mayo and hope to inspire families to spend time together, and host their very own Mexican fiesta filled with fun, family-friendly activities."

Cinco de Mayo is celebrated with parades and street festivals in cities and towns across the United States. This holiday commemorates Mexican culture and history; it provides the opportunity for families to both celebrate Mexico's rich traditions and start some new ones, too.

"Any excuse is a good excuse to spend time with family and friends – and I like to do it in a healthy way," said Hoffmann, host of The Cooking Channel's *Simply Delicioso*. "I am excited to share some of my favorite Mexican recipes and fun party ideas to help families bring the fiesta home, and enjoy a delicious meal."

This year, as part of the effort to provide everyone in the family with an authentic experience, Coca-Cola, Fanta and Sprite made in Mexico Fiesta 24-packs will be available at participating retailers for a limited time. These refreshing beverages may be paired with a variety of Mission® Mexican food products including tortillas, chips, salsas and dip. The beverage and food bundle offers instant redemption coupons.

The My Coke Rewards® digital platform features party planning tips, cooking videos, recipes in English and Spanish, and a variety of prizes. Consumers are encouraged to enter My Coke Rewards codes and Mission UPC codes for a chance to win daily prizes, including Coke and Mission products for a year.

There are many ways to celebrate Cinco de Mayo. For tips on how to bring the fiesta home for the family, visit [www.mcr.com/cocacola](http://www.mcr.com/cocacola) for Ingrid's Cinco de Mayo-inspired recipes and party ideas.

**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, the world's most valuable brand, 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](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo) or check out our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com).

### **About Ingrid Hoffmann**

Ingrid Hoffmann ([www.ingridhoffmann.com](http://www.ingridhoffmann.com)), professional eater and host of **Simply Delicioso** (Cooking Channel) and **Delicioso** (Univision), is passionate about food and entertaining and spends each day sharing her enthusiasm and talent with an international audience. In 2010, Ingrid partnered with Spanish media giant, Univision, to take her **Delicioso** brand to a new level. Hoffmann and **Delicioso** are featured in a range of cooking segments and capsules across Univision Networks, including popular morning show “Despierta America” and daytime show “Hoy”, as well as a online/mobile platform with Univision Delicioso ([www.UnivisionDelicioso.com](http://www.UnivisionDelicioso.com)). Her latest book **LATIN D’LITE: Delicious Latin Recipes with a Healthy Twist** (Celebra Hardcover; April 2, 2013) is available in bookstores nationwide in both English and Spanish.

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