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Day Or Night, New Caffeine Free Coke Zero™ Helps Fans Enjoy Their Favorite Drink At Any Time

New caffeine-free offering is extension of the fastest-growing sparkling beverage brand on the market

ATLANTA--(BUSINESS WIRE)-- This summer, when Coke Zero fans want to pop the top on their favorite beverage, they no longer need to consult the hands of the clock. Featuring real Coke taste and zero calories, the brand is now being made available in an option without caffeine.

Coke Zero, the only soft drink on the North American market to post double-digit sales growth for five straight years, is adding a new choice – Caffeine Free Coke Zero – giving fans a great-tasting option for later-in-the-day consumption.

“Caffeine-free products are growing in popularity, making up nearly 30 percent of all sparkling beverage sales in the U.S.,” said Stuart Kronauge, Head of Sparkling, Coca-Cola North America Group. “By introducing Caffeine Free Coke Zero, we’re giving fans exactly what they want, making the brand accessible for enjoyment all day long.”

The launch of Caffeine Free Coke Zero is part of a broader strategy designed to make the fast-growing brand even more ubiquitous and available to consumers at any time throughout the day. Coke Zero has become increasingly visible in recent years through a variety of high-profile marketing initiatives, including:

- Official NCAA® Corporate Champion supporting all 89 NCAA Championships, including the NCAA Men’s Final Four®;
- Title co-sponsorship of ESPN's College GameDay, the annual season kick-off to the college football season; and
- Sponsorship of Coca-Cola Racing Family member Danica Patrick and her No. 10 Stewart-Haas Racing Go Daddy! Chevrolet SS in the NASCAR Sprint Cup Series™.

Now, with the introduction of Caffeine Free Coke Zero, the brand itself has become big enough to span limitless occasions.

Caffeine Free Coke Zero will begin appearing on shelves in supermarkets, drug stores and mass merchants nationwide in mid-July, and will be available coast to coast in August. It will be packaged in 12-packs of 12-ounce cans and 2-liter bottles. In addition, the Company will offer opportunities for people to sample the beverage.

Coke Zero is the twelfth brand in The Coca-Cola Company portfolio to reach one billion dollars in global revenue, and it is the most successful newly launched sparkling beverage in decades.

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, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

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