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# New App Enhancement Connects Coca-Cola Freestyle® with Users to Dispense Their Own Personal Beverage Mix

*Tap and Drag from 100+ Drink Options and then Scan, Pour, Enjoy and Share*

ATLANTA--(BUSINESS WIRE)-- Building on its legacy as a game-changing innovation, Coca-Cola Freestyle® is about to make the consumer experience even more personal. Beginning this month, an enhanced "Create Your Own Mix" feature on the popular Coca-Cola Freestyle app will allow users to choose from 100+ drink options to create a custom mix of their own and then, for the first time, connect their smartphones to dispensers at participating outlets and pour it on the spot. It works in just a few easy steps – simply download, mix, pour, enjoy and share:

- The App is free for Android and iOS devices (<http://www.coca-colafreestyle.com/#!/mobile-app/>)
- Tap and drag up to three different options from over 100 choices, adjust the percentage of each and name your mix
- Scan the QR code to connect with Coca-Cola Freestyle at participating outlets, pour and enjoy
- Share your personal mix with friends

"The magic of Coca-Cola Freestyle is branded choice – you can choose your favorite Coca-Cola fountain beverage or one you've never tried or something you've created entirely on your own," said Joel Bishop, Vice President and General Manager, Coca-Cola Freestyle, Coca-Cola North America. "The Coca-Cola Freestyle mobile app is an extension of that magic, and this latest enhancement takes it to a new level that we believe will fit seamlessly into people's lives."

During May and June, foodservice operators at about 2,000 locations across the country will participate in a pilot test of the Coca-Cola Freestyle mobile app's new feature before its nationwide launch later this year. Participating restaurants in the pilot include Firehouse Subs, Noodles & Company, Moe's Southwest Grill, Qdoba, Taco Time, and Wingstop.

## **Show us your "tasteface" and use #tasteface in social media**

To generate more engagement with Coca-Cola Freestyle and mobile technology, the Company is initiating a social media campaign between May 5 and June 27 to showcase the unique beverage dispenser's capacity to deliver customization and personalization.

The campaign will invite consumers to "Share Your #TasteFace" – that magic moment when you first taste your custom mix. The program encourages people to take selfies and share and compare their images and custom Coca-Cola Freestyle mixes by using #tasteface in social media.

## About Coca-Cola Freestyle

In 2009, The Coca-Cola Company transformed how people enjoy fountain beverages with Coca-Cola Freestyle® – a game-changing innovation that now offers more than 100 drink choices and last year dispensed approximately 1.8 billion 8 fl.-oz servings. Coca-Cola Freestyle dispenses unique beverages by blending specific recipes of concentrated ingredients with water and sweetener at the point where the beverage is dispensed – delivering great quality and beverage variety through proprietary micro-dose mixing technology. Each unit can dispense more than 100 different combinations such as sparkling beverages, flavored waters, sports drinks, lemonades and teas – including 70+ diet and low-calorie and 90+ caffeine-free beverages. Since 2011, people have been using the Coca-Cola Freestyle mobile app to find their nearest dispenser, get special offers, save favorite drinks, create and share mixes, check in and earn badges, complete challenges and more. To learn more about Coca-Cola Freestyle, find the nearest Coca-Cola Freestyle location visit [www.coca-colafreestyle.com](http://www.coca-colafreestyle.com), like us on Facebook at [www.facebook.com/cocacolafreestyle](http://www.facebook.com/cocacolafreestyle) or follow us on Twitter @ccfreestyle.

## About The Coca-Cola Company

[The Coca-Cola Company](http://www.coca-colacompany.com) (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 17 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 [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, [Coca-Cola Unbottled](#), at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

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