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Kvass: From Russia with Love

Coca-Cola to Import Russian Fermented Beverage to the U.S. in Recognition of President Dmitry Medvedev's Historic Visit to the United States

NEW YORK--(BUSINESS WIRE)-- Kvass has been a Russian staple of refreshment for centuries, enjoyed by generations of Russians across the country. Russian poet and novelist Alexander Pushkin describes how Russians believed they needed Kvass like the air for living. This unique taste lands on the shores of America this month when Coca-Cola North America launches Krushka & Bochka Kvass in the New York City area.

Opening a bottle of Kvass releases a fragrant bouquet reminiscent of freshly baked bread cooling on a windowsill. Malty with a sweet finish and light sparkle, Kvass is truly a thirst quencher like no other. Based on a traditional Russian recipe, Coca-Cola created and launched Krushka & Bochka Kvass in Russia in 2008. Since that time, Krushka & Bochka Kvass has become one of Russia's best-selling brands in the fast-moving non-alcoholic fermented beverage category.

"We are pleased to be able to introduce authentic, Russian Kvass to New York in recognition of President Medvedev's historic visit," said Deryck Van Rensberg, president and general manager, Venturing and Emerging Brands, Coca-Cola North America. "Importing Krushka & Bochka Kvass directly from Russia allows us to provide the New York metro area with a unique beverage of the highest quality, steeped in Russian culture and enjoyed for a thousand years."

"With our unmatched global reach, we are in a unique position to bring world beverages to leading customer partners and delight U.S. consumers. We will continue to do so, leveraging our more than 500 brands from around the world," said Van Rensberg.

Available exclusively at Whole Foods Market stores in the New York metro area, Kvass is fermented with high quality rye and barley and flavored with natural sugar for a clean, sweet finish. Kvass's complex taste and authentic flavors will entice those looking for a refreshing, robust and unexpectedly crisp malt taste. Though made through a process like beer, Kvass's fermentation is closely monitored to ensure the alcohol level falls within the Food and Drug Administration's guidelines for a non-alcoholic beverage.

Every detail of the Kvass brand is distinctive, including its packaging. The 16.9-ounce embossed bottle design suggests freshly harvested stalks of wheat. Kvass will be available in single resealable bottles perfect for the on-the-go consumer.

For the launch, the New York City area will be treated to unique opportunities to try Kvass, including Russian Cossack dancers who will entertain crowds while samples and coupons are distributed. Various Whole Foods Market stores in the New York metro area will also offer a free taste of Kvass, along with information and coupons.

About Venturing and Emerging Brands

Venturing and Emerging Brands (VEB) is a dedicated operating unit of Coca-Cola North America charged with identifying and developing high-potential growth brands in the North American beverage space. VEB accomplishes this objective through a combination of internal innovation, importation of global brands, and investments in external emerging brands. With direct access to the global resources and industry expertise of The Coca-Cola Company and its system, VEB is uniquely positioned to develop emerging beverage brands of The Coca-Cola Company to their full potential.

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. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6340015&lang=en

Source: The Coca-Cola Company