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The Coca-Cola Company Announces Voluntary Withdrawal of Themed Drinking Glass

22,000 Sets Distributed in the United States

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company has announced a voluntary withdrawal of 22,000 sets of themed drinking glasses for quality reasons. One glass, which is designed to look like a can of Coca-Cola(R), did not meet our quality expectations. While recent tests indicated some cadmium in the decoration on the outside of the glass, the low levels detected do not pose a safety hazard or health threat.

(Photo: Business Wire)

The Coca-Cola Company has an unwavering commitment to quality, and at times we may withdraw products from the market for quality reasons, even if there is no safety concern or legal requirement to do so.

We apologize to our consumers for the inconvenience.

Description: The glass is a 16-oz. decorated glass that looks like a can of Coca-Cola(R), with a red body and the Coca-Cola(R) design. It was sold as a package of four glasses - each glass representing a can of Coca-Cola(R), Diet Coke(R), Coca-Cola Zero(R) or Sprite(R).

Units: About 22,000 were distributed.

Distribution: The glasses were sold in retails stores and online, including at Coca-Cola retail stores, coca-colastore.com and other locations. The glasses were sent to distribution centers throughout the United States.

Market Dates: The glasses have been in market since March 2010.

Return Procedures:

For Glasses Bought at Retail Stores: Consumers can visit www.thecoca-colacompany.com/contactus/glass beginning Nov. 30 for instructions on how to return the glasses and secure a full refund.

For Glasses Bought at the Coca-Cola Online Store: Consumers who purchased the glasses from the www.coca-colastore.com website will automatically receive a credit to their account.

Beginning Nov. 30, retailers and consumers also can call Coca-Cola Consumer Affairs at 1-800-438-2653 to get instructions on how to return the glassware and request a refund.

No other Coca-Cola glassware is involved in the withdrawal.

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. 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=6520502&lang=en

Source: The Coca-Cola Company