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1.25 For 125!

New 1.25 Liter Coca-Cola Package Rolls Out as Part of Brand's 125th Anniversary Celebration

ATLANTA--(BUSINESS WIRE)-- As part of Coca-Cola's continuous drive to provide fans with more ways to enjoy the brand they love, a new 1.25 liter package, featuring Coca-Cola's signature contour shape, will begin rolling out this month.

Just in time for the celebration of the 125th anniversary of Coca-Cola, the new package is hitting store shelves across the southeast, with additional rollouts planned across the U.S. this summer. The perfect take-home size for smaller households, the 1.25-liter bottle, which will be available for less than $1.00, extends the growing stable of Coca-Cola packages designed to provide people with more ways to enjoy the beverages they love.

"The new Coca-Cola 1.25 liter package gives families a new way to take home their favorite brand and share some happiness, for less than $1.00 every time," said Katie Bayne, President and General Manager, Sparkling Beverages, Coca-Cola North America. "Households come in all shapes and sizes today, so we're continuing to expand our packaging roster to offer something for everyone at a price that's right for them. When people reach for our products we want them to have choices."

Coca-Cola drinkers value variety and want just the right sizes to fit their needs. In recent years, new packaging introductions, including the 90-calorie mini can and the 16-ounce single serve bottle, have expanded the choices that consumers have both in the store and in the home when choosing their favorite beverages.

The launch of the 1.25 liter bottle provides people with yet another option when it comes to take-home beverages for sharing, and complements the current 2-liter package. For larger families and special gatherings, the 2-liter bottle is still a perfect choice. But for many smaller households, the new 1.25-liter package will be the perfect size.

In addition to Coca-Cola, a variety of other brands, including Diet Coke, Coke Zero, Sprite and Fanta, will also be available in the new 1.25 liter bottle.

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, the Company's portfolio features 15 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 1.7 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company