August 12, 2011

Simply Delicioso: Ingrid Hoffmann, Univision and Coca-Cola Launch Contest Full of “Sabor” for Hispanic Heritage Month

Two Lucky Winners Receive $5,000 Grand Prize and Have Favorite Recipe Featured on Univision’s “Despierta America”

Celebrity Chef Ingrid Hoffmann Stars in Coca-Cola’s Yearlong Food Programs

MIAMI--(BUSINESS WIRE)-- Paella Valenciana! Enchiladas with Mole! Ropa Vieja! Tacos! Ceviche! Arepas! Simply delicioso! With 21 different types of cuisines and “mucho sabor,” Hispanics definitely know something about the diversity of food. To honor these timeless recipes, Coca-Cola is teaming up with Univision and celebrity chef and host of TeleFutura’s “Delicioso,” Ingrid Hoffmann, to launch the contest “Celebremos Nuestro Sabor con Coca-Cola” (Celebrate Our Flavor with Coca-Cola).

Through September 26, people can participate in the contest by visiting Univision.com online or on their mobile devices, keyword: *Coca-Cola.* To enter, people need to upload a picture of their favorite dish along with a short essay explaining what inspired the dish and how they enjoy it with a Coca-Cola. Two grand prize winners will each receive $5,000 and have their favorite traditional dish prepared on Univision’s morning program “Despierta America” (Wake-Up America).

Throughout the year, Coca-Cola has teamed up with Hoffmann to bring recipes to the dinner table with a series of in-store and consumer promotions. With this latest contest, Hoffmann and Coca-Cola want to inspire special moments and celebrate occasions that bring families closer together.

“I remember working in the kitchen with my mother when I was young. She and the chefs in her restaurant would always make Coca-Cola rice,” said Hoffmann. “These traditions have carried on in my cooking. Whenever I open a Coke while cooking, it reminds me of being a little girl helping my mom in the kitchen.”

Each submission in the “Celebremos Nuestro Sabor con Coca-Cola” contest will be evaluated by a panel of judges for its originality, creativity and purpose. Hoffmann will announce the two grand prize winners, share their stories and photos, and prepare the winning dishes live on “Despierta America” on September 19 and October 10. The winners will also receive a set of Hoffmann’s TFal Simply Delicioso cookware.

“For more than 100 years, Coca-Cola has been the thread that unifies families at the dinner table,” said Miguel Nigrinis, senior brand manager, Hispanic Marketing, Coca-Cola North America. “With this program, we celebrate those moments of pleasure and happiness that come when loved ones gather around the table.”

Coca-Cola and Ingrid Hoffmann's Yearlong Partnership

In September 2010, Coca-Cola partnered with Hoffmann to create a retail program that shares simple, everyday recipes with a unique Latin twist. This year Hoffmann was featured in Coca-Cola retail programs and participated in a cooking demonstration with consumers. Coca-Cola also is integrated with "Delicioso," Hoffmann's lifestyle cooking show on the TeleFutura Network.

Currently, she is part of the Coke with Meals program where she offers and demonstrates some of her favorite recipes. Fans can view the recipes by visiting www.cookingwithcoke.com.

"The best thing to share with family is a great home-cooked meal and the delicious taste of an ice-cold Coke," said Hoffmann. "Just like I remember cooking with my mother when I was little, I want my recipes to be a source of inspiration and an opportunity to create special memories."

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.

The Coca-Cola Company
Gorki De Los Santos, +1-404-676-3255
gdelossantos@coca-cola.com

Source: The Coca-Cola Company