



## THE MARKET

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the company markets four of the world's top-five nonalcoholic sparkling beverage brands, including Diet Coke, Fanta, and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, and energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the company's beverages at a rate exceeding 1.4 billion servings each day.

## ACHIEVEMENTS

Until the mid-1950s, the contour bottle and bell-shaped fountain glass defined packaging for Coca-Cola. But as people demanded a wider variety of choices, the company responded with innovative packaging, new technology, and new products.

In 1955, king-size and family-size glass bottles were introduced with immediate success, followed by cans in the U.S. market in 1960. The company then marked several firsts in the soft-drink industry: lift-top cans and bottles with lift-top crowns in 1964, and a 24-pack "Cluster-Pak" of cans and tin-free steel cans in 1969.

After more than \$250,000 in development costs and rigorous testing by NASA, the "Coke Space Can" was accepted for its first mission in outer space in 1985.

In 1994, the company introduced a new generation to the famous contour bottle in a plastic



version, first in a 20-ounce size and later in 1-liter and 12-ounce packages.

In past decades, The Coca-Cola Company has created new brands to meet the desires of consumers, starting with Fanta in 1960. Sprite was launched in 1961, followed by TaB — the company's first low-calorie drink — in 1963. The debut

of Diet Coke in 1982 marked the first extension of the Coca-Cola trademark to another product. And the development of new products, such as Coca-Cola Zero, Vault, and Full Throttle continues today, adding to the company's portfolio of nearly 400 brands.

The latest accomplishment for The Coca-Cola Company is the May 2007 opening of the new World of Coca-Cola. Located in the heart of downtown Atlanta, the 92,000-square-foot facility is the only place where people can explore the complete story — past, present, and future — behind the world's best-known brand.

From a thrilling, multisensory 4-D theater, to an art gallery dedicated to Coca-Cola and pop culture featuring the works of Andy Warhol, to a tantalizing tour of almost 70 different beverage products, to more than 1,200 artifacts

from across the globe, around every corner there is something new and inviting to experience.

For the past 117 years — through its ads that brought the world together, packaging innovations, and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

## HISTORY

In 1886, John Pemberton created Coca-Cola in Atlanta, Georgia, and sold it at a local pharmacy. His partner and bookkeeper Frank Robinson named the product and drew the famous flowing Coca-Cola script.

Atlanta entrepreneur Asa G. Candler realized the business potential of the drink and acquired complete ownership of the Coca-Cola business for \$2,300 in 1891. Within four years, Candler's merchandising flair — including the use of coupons — helped expand consumption of Coca-Cola to every part of the nation.

The 1916 introduction of the patented contour bottle made Coca-Cola instantly recognizable from imitators by taste, sight, and touch. The contour bottle was granted trademark registration in 1977, an honor awarded few other packages.

## THE PRODUCT

Coca-Cola. It's a simple idea, really. Drinking a Coke makes people happy. It tastes good. And it's an invitation to live on the positive side of life. That's the message behind "The Coke Side of Life," brand Coca-Cola's overarching marketing platform. It has been created to invite people to create their own positive reality, be spontaneous, listen to their hearts, and live in full color.

Coca-Cola has always been at its best when it reflects the simple, optimistic moments in life. The Coke Side of Life recognizes that the most universal experiences are those where Coca-Cola is refreshingly honest and uplifting.

## RECENT DEVELOPMENTS

As part of a continuous stream of innovation, Coca-Cola North America continues to expand its broad beverage portfolio to meet the ever-evolving needs of consumers who seek choice and variety in the beverages they drink.

*Diet Coke Plus:* Diet Coke Plus is a sparkling, calorie-free beverage with vitamins and minerals. In addition to providing great, refreshing taste, Diet Coke Plus is a good source of vitamins B3, B6, and B12, and the minerals zinc and magnesium.

*Enviga:* Enviga, a new sparkling beverage innovation proven to burn calories, is available in three flavors — green tea, berry, and peach. Enviga, which contains the optimum blend of green tea extracts, caffeine, and naturally active plant micronutrients, is designed to work with the body to increase calorie burning by gently boosting the drinker's metabolism.

*Vault Red Blitz:* Vault, the hybrid energy soda that was introduced in 2006, has added a new flavor to the lineup with Vault Red Blitz. With its vivid red color, bold Vault graphics, and a new berry-injected flavor, Vault Red Blitz broadens the Vault trademark to attract non-citrus drinkers to the hybrid energy soda segment created by Vault.

*Full Throttle Blue Demon:*

For the latest flavor of Full Throttle, the brand is unleashing the power of Mexican *luchador* (wrestler) and movie legend, the Blue Demon. The new energy drink features the exotic taste of Blue Agave flavoring and is the first product from Coca-Cola North America to feature fully bilingual packaging, including labeling and nutritional information. Marketing for Full



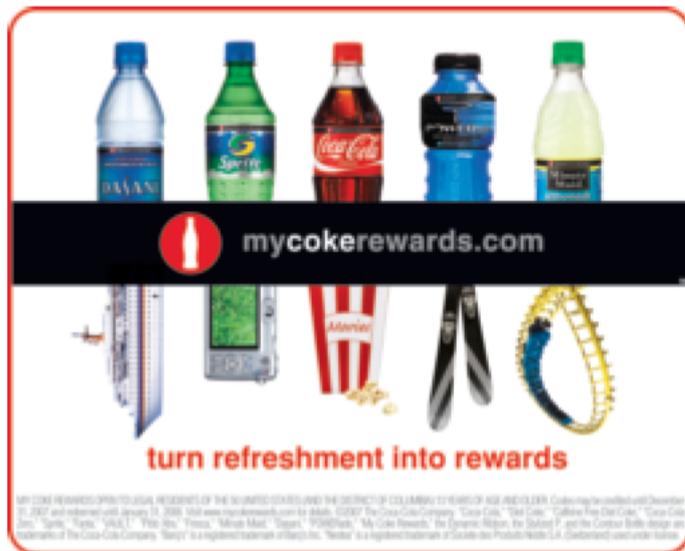
Throttle Blue Demon emphasizes the *lucha libre* aspect of the brand and targets Mexican American males 20–30 years old who understand the character and revere him. For non-Hispanic consumers, the Blue Agave flavor and Blue Demon name has more intrinsic value as a descriptor for the Full Throttle line extension.

**Tab Energy:** While Tab Energy shares the brand name of the iconic diet sparkling beverage, Tab, it is not a cola. Tab Energy is a completely new and innovative energy drink created especially for women. The deliciously crisp and lightly carbonated pink beverage is sugar-free, with only five calories in each eye-catching, fashionably pink 10.5-ounce can.

**Minute Maid Enhanced Juices:** Two new 100 percent orange juice products with health benefits from added nutrients and functional ingredients were added to the Minute Maid Enhanced Juices lineup. New Minute Maid Multi-Vitamin contains 16 essential vitamins and minerals to help consumers get nutrition along with the great Minute Maid Premium orange juice taste, and with 750 mg of Glucosamine HCl per 8-fluid-ounce serving, Minute Maid Active helps support healthy joints.

**PROMOTION**

My Coke Rewards is an online megarewards program across all brands of the Coca-Cola Trademark and is the leading, year-round promotional platform for Coca-Cola North America. In April 2007, the program was expanded beyond Coca-Cola brands to incorporate multiple other brands, including Sprite, Fanta, Dasani, POWERade, and Minute Maid, to name a few. The program allows consumers to choose from an exclusive pool of experiences, rewards, and prizes that only Coca-Cola can offer and features rewards from some of the world's best brands.



Through May 2007, more than 5.1 million people have joined the My Coke Rewards program and have redeemed more than 2.4 million rewards. Participating in My Coke Rewards is easy. Consumers find unique codes under caps or inside packages for participating brands. At

www.mycokerewards.com, consumers can create an account where they can enter and collect codes. When they have collected enough points to redeem their desired reward, consumers simply select the rewards and the points are deducted from their accounts.

My Coke Rewards has partnered with some of the world's favorite brands to offer consumers unique and exciting rewards including Toshiba flat-screen televisions; Nintendo DS™ and Wii™ products from Nintendo; AMC Theaters movie tickets; appliances from Cuisinart and KitchenAid; SkyMiles from Delta Air Lines; Priority Club® Rewards points from InterContinental Hotels Group; Blockbuster movie rentals; gift certificates from Adidas, Sephora, and TaylorMade; magazines from Hearst Magazines; and tickets to Six



Flags, Universal Orlando®, and Universal Studios Hollywood®, to name a few.

Through My Coke Rewards, consumers are also offered exclusive merchandise and experiences tied to programs such as NASCAR®, NCAA® March Madness, the Olympics, American Idol®, and more.

During the 37 days of March Madness 2007, basketball fans were offered more than 30,000 NCAA-related rewards, including two tickets to the 2008 Men's Final Four, the Ultimate NCAA Fan Entertainment Room, and much more.

For the show's sixth season, My Coke Rewards also helped bring fans closer to the American Idol experience. At www.mycokerewards.com, fans were able to submit questions that host Ryan Seacrest posed to the top-12 contestants on air during the show. They could also redeem points for American Idol-themed rewards.

For the first time, Coca-Cola NASCAR advertising featured My Coke Rewards. Using stop-motion animation to depict members of the Coca-Cola Racing Family, the ad showed drivers such as Tony Stewart, Dale Jarrett, and Jeff Burton presenting Coca-Cola drinkers with a variety of items available through MyCokeRewards. The animated drivers surprise fans with new NASCAR-themed prizes and experiences, including actual race helmets, firesuits, and steering wheels from their racecars.

**BRAND VALUES**

Today, Coca-Cola North America provides consumers with the broadest selection of brands for every taste, lifestyle, and occasion to hydrate, energize, nourish, relax, or simply

enjoy every drop of life. Coca-Cola North America markets more than 100 beverage brands, including four of the world's top-five sparkling beverage brands. Coca-Cola and Diet Coke are the No. 1 and No. 2 brands in North America, respectively.



The company believes it has a responsibility to support programs that provide nutrition and physical education. In the United States, more than 4 million kids participate in and receive information on programs that are designed to encourage physical fitness and overall well-being.

Beginning in 2006, the company began to provide consumers with more useful information about its beverages and their ingredients beyond the label on the package. Its information is designed to help people decide which of its products fit best with the individual and the family.

The company also is committed to following responsible marketing and advertising practices. Parents prefer to be the gatekeeper when it comes to what to serve their children. For over 50 years, The Coca-Cola Company has adhered to a policy that prohibits marketing full-sugar sparkling beverages on television programs primarily viewed by children.

**THINGS YOU DIDN'T KNOW ABOUT COCA-COLA**

- In the summer of 1994, in Sydney, Australia, a happy couple exchanged wedding vows while paragliding with a parachute bearing the trademark for Coca-Cola with the Sydney Harbor Bridge and famous Opera House as a backdrop.
- There are 5,000 members of the Coca-Cola Collector's Club.
- The formula for Coca-Cola is in written form only, and the only copy is kept in a vault of the SunTrust Company bank, located in Atlanta. The Coca-Cola Company Board of Directors is authorized to open the vault if any emergency arises. Over the past century, many people have claimed to have the original formula, yet not one imitation has ever proven to be the "real thing."