

The Coca-Cola Company sells 50+ brands in a variety of beverage categories in North America

Our Core Brands in the US

Soft Drinks

Non-Carbonated Beverages



Two consumer needs are Innovation Priorities

Reducing Calories

Adding Nutrition



U.S. Wellness Progress Report - Children

Products

Reducing Calories

- Light versions
- Total Calorie Labeling on Single Serve



Portion Control

- Kid-Friendly sizes



Adding Nutrition

- Mom-Friendly Products



Programs

Nutrition Education:

- The Wellness Guide
- Beverage Basics
- On package



Active Lifestyle

- Triple Play
- Live It!
- Copa Coca-Cola



Policies

Schools:

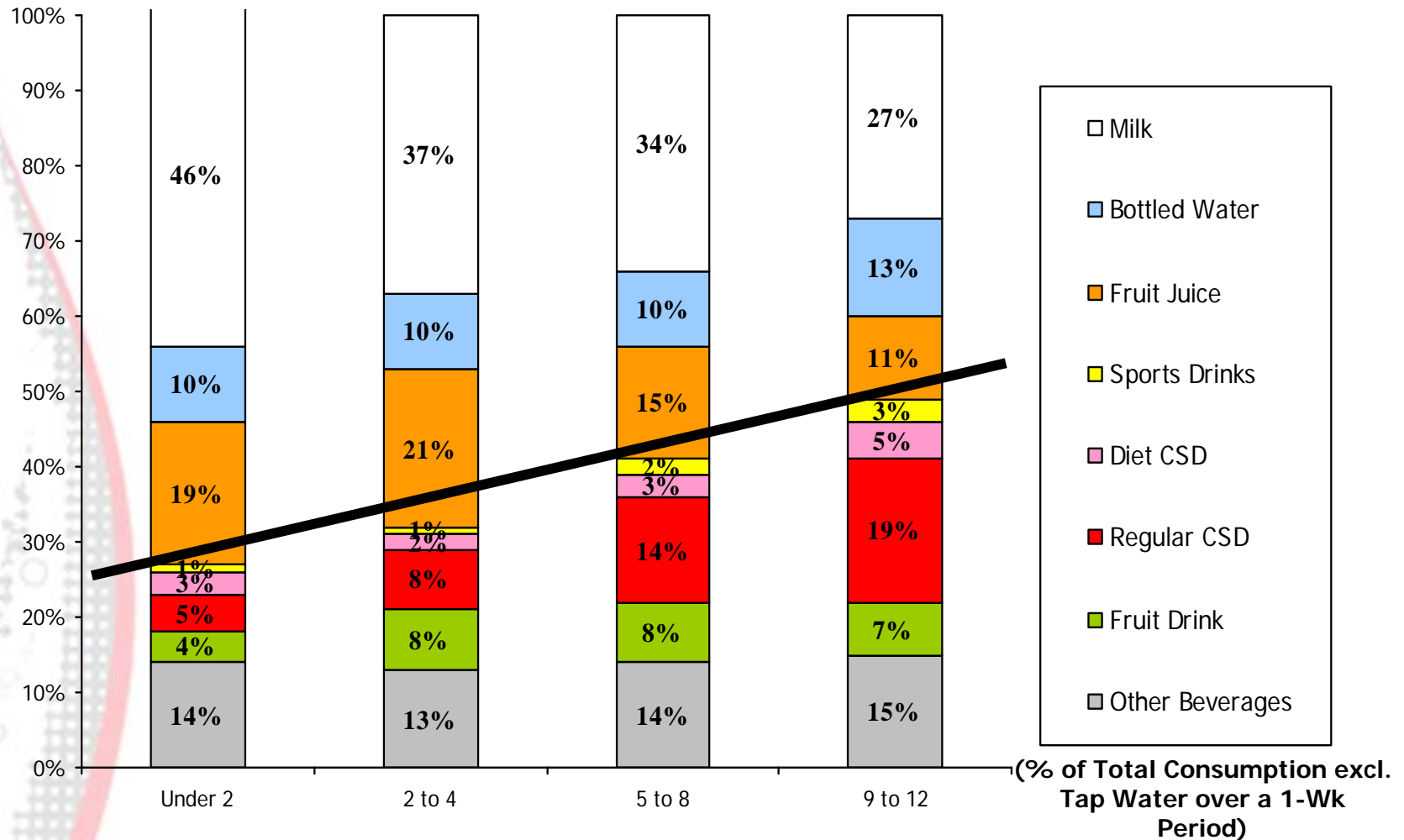
- Council for Corporate & School Partnerships
- Model Guidelines for School Beverage Partnerships

Marketing to Kids:

- Do not advertise CSDs on Children's TV

Children <12 consume a variety of beverages but primarily Milk, Juice & Water

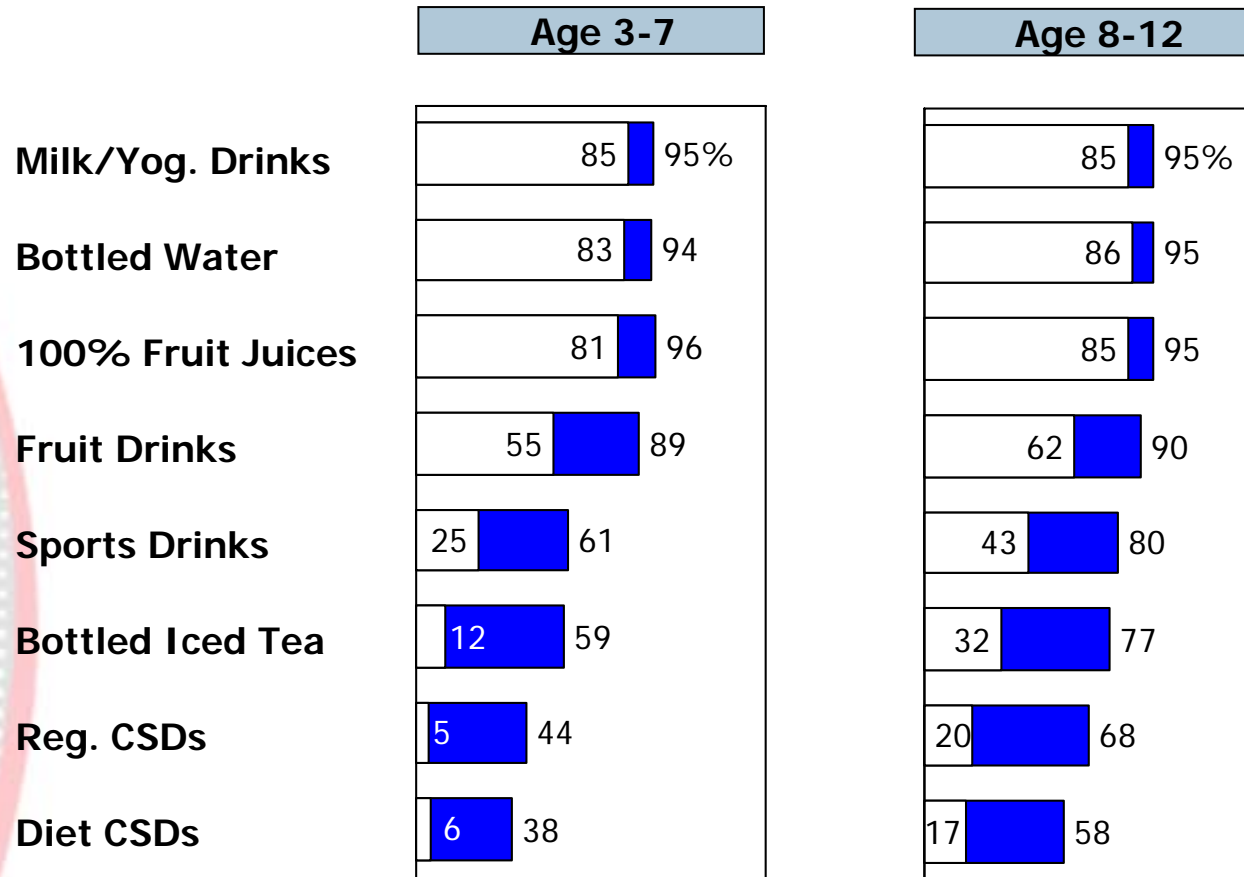
Milk, Water and Juice Consumption Exceeds 50+% across all Age Groups



We recently conducted consumer research to understand Parents' opinions about advertising

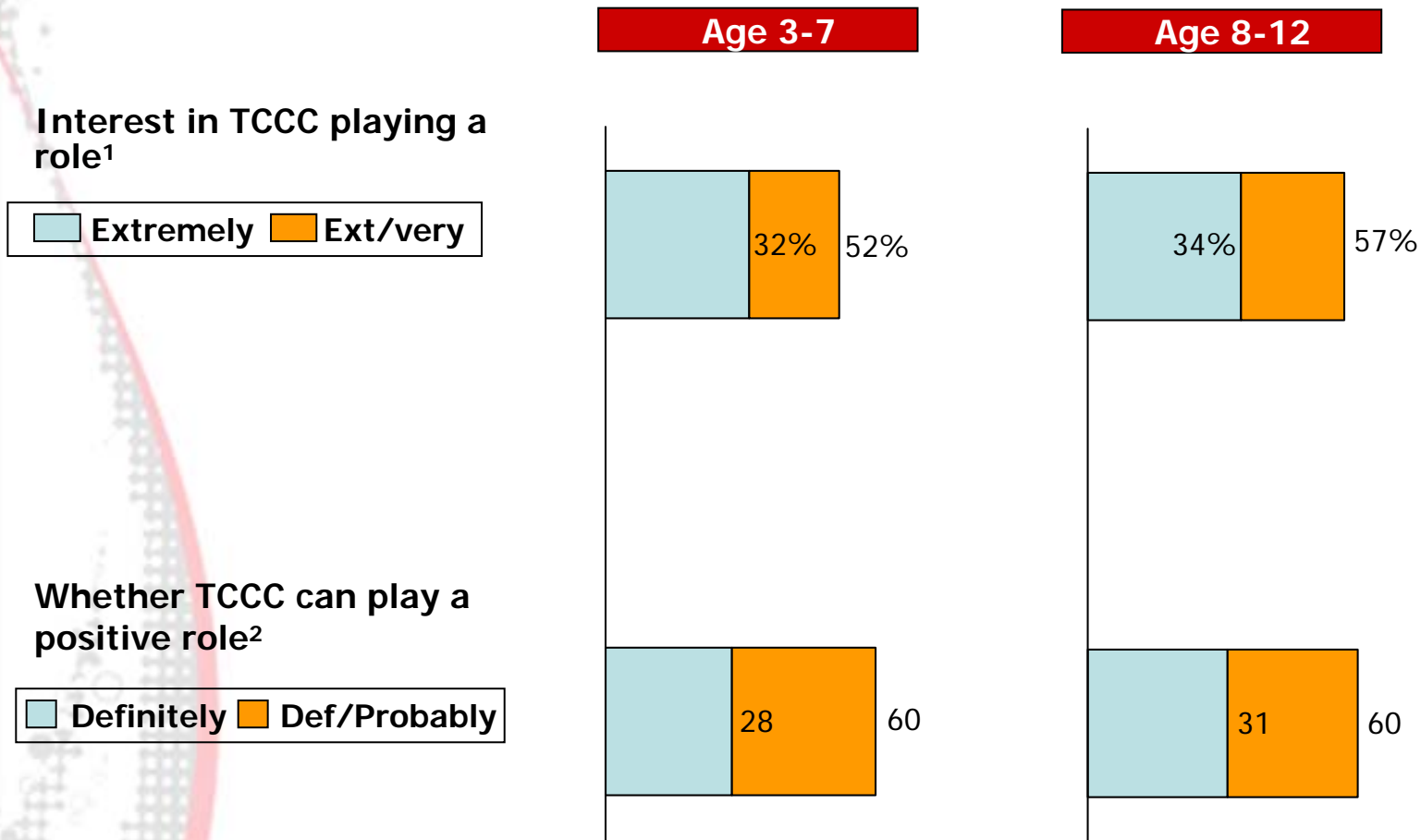
How do you feel about each of the following beverages being advertised to your child?
[Cumulative % represents "I Approve" and "It's OK"]

I Approve It's OK



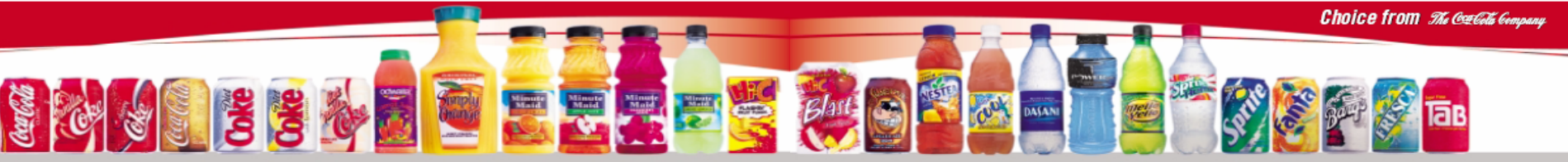
* Full scale: I APPROVE (no reservations); IT'S OK (It's harmless relative to other things advertised today); I DON'T APPROVE; IT DEPENDS (on the ad's message); IT DEPENDS (where the ad is shown)

Parents are interested in TCCC and others playing a proactive role



¹ Question: How interested would you be in TCCC playing a role to help you raise good child's awareness of health and wellness? (Scale: 5 = extremely interested; 1 not at all interested)

² Question: Can advertising by TCCC play a positive role in educating children about health and wellness (Scale: 5 = definitely play a positive role; 1 = definitely not play a positive role)



*We look forward to working
together to support parents
teaching their children to make
good lifestyle choices*

- Thank you -