

Growing a Greener Business

Planet-friendly solutions are
good for the bottom line

BY AMANDA BALTAZAR

Knowing what your customers want is a fundamental success factor. And a whopping 46% of consumers say it's essential that the brands they consider when making purchasing decisions are environmentally friendly, according to consumer research company Yankelovich.

Coca-Cola is a company that wants its customers to have the kinds of business solutions they are looking for, so in January 2009 it launched its Sustainability Resource Center on CokeSolutions.com. This resource, says Coca-Cola senior marketing manager Nicole Hutcheson, "is a one-stop shop of information related to sustainability for our customers."

STEPS TO SUSTAINABILITY

The center's goal, she explains, is to help Coca-Cola customers take steps — great or small — to become greener and more

sustainable. The Center has three key features:

- 1 An assessment tool**, where companies can discover areas in which they can become greener.
- 2 More than 50** low-cost/no-cost solutions for restaurants to make their operations more sustainable — and profitable. Ideas range from changing light bulbs and conducting preventive maintenance on ovens to conserving energy and water, and improving packaging.
- 3 Custom expertise** to help companies dive deeper into sustainability with a long-term action plan, aided by Coca-Cola partner ECOS® — a company whose mission is to help businesses use a business lens while reducing their environmental impact.

Together these three sections of the Sustainability Resource Center

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SPECIAL
SECTION

YOUR BEVERAGE
SOLUTIONS
GUIDE
STARTS ON PG. 5

Count on us for end-to-end beverage solutions that create value — from preferred brands across multiple categories, to innovative equipment and support, to best-in-class marketing programs. Our unique solutions tailored to your needs result in delighted guests, business made easy and beverage profit growth.

Plus+

2 FOCUS ON GROWTH

The new Coca-Cola Freestyle™ dispenser offers consumers unprecedented variety

3 TIPS FOR SUCCESS

Learn how to present a winning value message that goes beyond dollars and cents

5 SOLUTION GUIDE

The Coca-Cola family of products and services delivers on variety, quality and convenience

**"For the first time,
you can get just about
anything we have at retail
and more in fountain."**

Chandra Stephens-Albright, group director of
marketing and innovation for Coca-Cola Freestyle™.

Visit www.cokesolutions.com
and click on "Go Green"



Take In More From Takeout

More than 1/3 of restaurant off-premise customers leave without purchasing a beverage!*

Coca-Cola Foodservice and On-Premise's portfolio of beverage solutions gives you several ways to boost beverage sales for off-premise, while also adding pleasing variety for your guests.

■ **The Fridge Pouch** and the **4-cup carrier** are two of the latest tools helping restaurant operators ensure that more off-premise customers buy a beverage with their meal.

■ **Our bottled beverage** portfolio is ideal for building your off-premise beverage business, or for simply adding variety to your beverage menu. Bottled beverages come through a flexible distribution system of bottlers and distributors so you can delight your guests with the brands and packages that appeal most to them.

Raise "the Bar" on Profits With Bar Mixers

Add profitable cocktails to your menu, with ease



To help customers boost sales and guest satisfaction during the alcohol occasion, Coca-Cola Foodservice offers a wide selection of **mixer products** and merchandising. Nine of the 10 best-selling drinks — led by the world-famous Bacardi & Coke — can be made using products from Coca-Cola Foodservice. Bacardi Premium Frozen Mixers, with real fruit juice, make it easy to blend delicious frozen cocktails that will add to your guests' dining experience.



The resealable Coca-Cola Aluminum Bottle delivers guests a premium beverage experience that commands a premium price, helping you maximize profitability. Coca-Cola® Classic, Coca-Cola Zero®, Diet Coke® and Sprite® are all available in the aluminum bottle, focused on young and affluent consumers within upscale on-premise accounts.



Our Full Throttle Night® energy drink is now available in 2.5 gallon bag-in-box (BIB) packaging for easy dispensing through the bar gun. Energy-boosting ingredients like caffeine, guarana and B vitamins make Full Throttle Night a favorite with the under-30 crowd, and it is specially formulated to mix well with alcohol.



Frozen Beverages

Harness the power of **The ICEE Company**® and Coca-Cola brands to build snack sales. Complement high-volume ICEE flavors like Coca-Cola®, Fanta® Wild Cherry, Vault® and Fanta® Blue Raspberry with promotional calendar flavors like Full Throttle Twisted®, Fanta® Mango Passion Fruit, Fanta® Watermelon Lime and Red Apple, to maximize seasonal sales in the snack and treat category.



*(NPD/CREST)

Minute Maid® Smoothies

Fun, fruit-flavored breakfast
and snack choices



Minute Maid® Smoothies is Coca-Cola Foodservice's line of **fruit- and dairy-based mixes** for blending great-tasting, high-quality smoothies. Made with real fruit juices and/or fruit purée, Minute Maid Smoothies appeal to the health-conscious guest who is active and optimistic about health and wellness. Both the shelf-stable line (enhanced with vitamin C) and frozen flavors help you use the attraction of the Minute Maid brand to deliver a variety of portable and fun breakfast or snack sales builders.



A GREAT SOLUTION IF YOU WANT:

- **Smoothies where refrigeration** is an operational challenge. Shelf-stable flavors: strawberry, mango and strawberry banana.
- **On-trend flavors** available in the frozen line include the popular Pomegranate Berry and Fat Free Vanilla Yogurt.
- **An indulgent treat** that's also a perfect "lifestyle" food for the health-conscious guest.

Multicultural and Youth Recruitment

Making it easy to speak your
guests' language

We've expanded point-of-sale options to include additional photography and languages that can help you speak to your guests in their preferred language. New merchandising, utilizing the Company's proprietary research findings is also available to help customers better connect with young guests.



For more
information, visit
cokesolutions.com
or call 877.511.coke
(2653)

More than
2,000
points of
distribution
enable you to
get Coca-Cola
products when
and how it's
convenient
for you

Minute Maid® and Simply Single™ Beverages

Rely on the #1 juice and juice drink company in the U.S. ... Coca-Cola*



The popular **Minute Maid** brand comes as a frozen, dispensed line of juices in best-selling favorite flavors. Attractive dispensing equipment is easy to load from the front, not the top.



Simply Orange®, Simply Apple®, Simply Lemonade®, Simply Limeade® and Simply Raspberry Lemonade® are now available in convenient, single-serve packages for foodservice guests. These juices and drinks are all natural and not made from concentrate.

THESE PREMIUM JUICE OPTIONS PROVIDE:

- **Economical dispensed** servings or convenient single-serve iconic carafe bottles.
- **Beverage sales and profits** boosts from the healthy-eating trend.
- **The coldest dispensed juice** in its class from the Minute Maid juicer.

*Mintel Jan. 2009



For more information, visit cokesolutions.com or call 877.511.coke (2653)

Eco-Friendly Cups

Guests respond enthusiastically to more environmentally friendly packaging. Now Coca-Cola offers you **two new eco-friendly cups** to satisfy guests and benefit the environment.

The Coca-Cola EnviroMax™ cup is made from 50% recycled PET plastic. Guests like its easy-to-grip design and spill-resistant, lockable lid. Available in 32- and 44-ounce sizes.



The Coca-Cola ecotainer® is a revolutionary compostable paper cup that's stable and water-resistant, but will break down into a nutrient-rich compost after disposal in a compost facility. Available in 16-, 22- and 32-ounce sizes, the ecotainer has the same look and performance as a standard paper cup.



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