



Portfolio

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## Coca-Cola\_We answer to every taste and occasion in 232 ways every day\_Ma

By offering that many brands, we have the most diverse beverage brand portfolio in the world. Simply stated, we offer the nonalcoholic beverages that consumers want.

Variety is the spice of business. In the United States, our core brands of Coca-Cola classic, diet Coke and Sprite are complemented by Barq's root beer, Minute Maid Soda, Nestea, Fruitopia, Citra and Cherry Coke. Add to that the popular POWERāDE line, Minute Maid juices and Hi-C, plus our new bottled water, Dasani. Next up: the expansion of frozen Coca-Cola.

But we also sell Tian Yu Di (teas, waters and fruit juices) in China, Mori no Mizudayori (mineral water) in Japan, new SONFIL (juice/dairy blend) in Spain, Kuat (guarana-flavored soft drink) in Brazil and literally hundreds of varieties of local beverages. Adding Schweppes products last year brought us 39 new brands in more than 160 countries.

Many times every day, 6 billion people decide what to drink. The more choices we offer, the more we're the beverage of choice.



Marketing\_Local\_Citizenship\_Consumer\_Coca-Cola\_Portfolio\_Marketing





Portfolio

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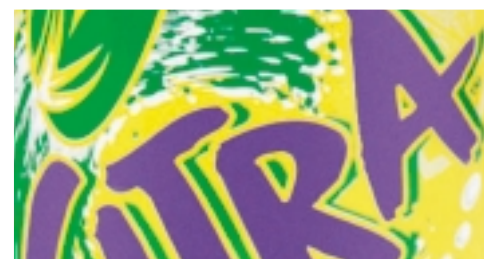
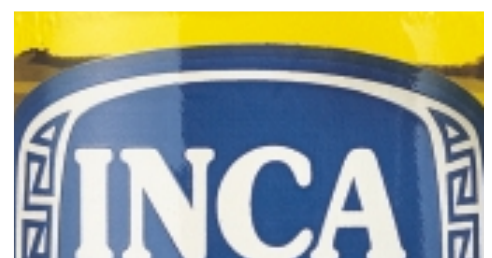
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Thirsty? If it's a popular fruit flavor, we have it. Delicious tea or coffee? We make it. Soft drink, water, juice or mixer? We offer it. The most refreshing and unique taste anywhere? We've always had it.

