

Minute Maid *and* the bottler: *a fruitful relationship*

Over the course of just a few months last spring, new Minute Maid Lemonade and Minute Maid Fruit Punch products moved from the refrigerated juice case to the soft drink aisle of local grocery stores, and into thousands of corner and convenience stores across the United States. In August, these products became the number-one brand in the United States' single-serve juice and juice-drink category. That's what can happen when our people work in partnership with our bottlers to mobilize the full strength of our brands.

In the past, Minute Maid juices had been constrained by the reach of The Minute Maid Company's supermarket warehouse distribution capability. Minute Maid Americas and Coca-Cola North America overcame that limitation, creating a new plan to get their organizations working more effectively with Coca-Cola Enterprises Inc. and our other U.S. bottling partners. They designed Minute Maid Lemonade and Minute Maid Fruit Punch: new products that our bottling system could manufacture and distribute to its customer network.

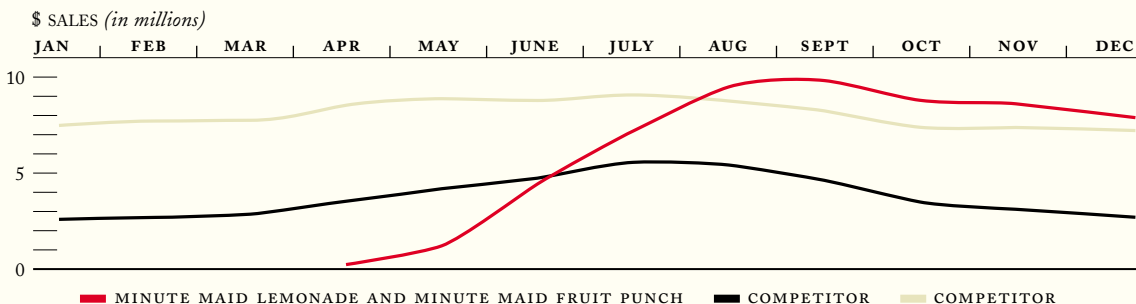
As these beverages required no new capital equipment for production and could be easily packaged,

delivered and marketed, the relationship between our bottlers and The Minute Maid Company enabled us to meet consumers' demand for a real juice-based beverage with great fruit taste in a readily available package.

Together, we expanded Minute Maid Lemonade from refrigerated cartons into single-serve packages in the soft drink aisle and in immediate consumption channels, such as convenience stores and gas stations. With more shelf space, the brand experienced faster turns and generated greater profits.

Backed by this partnership, Minute Maid Lemonade and Minute Maid Fruit Punch together were the highest-volume new product contributors for U.S. bottlers in 2001. They are also just part of a series of successes for The Minute Maid Company in 2001, including Simply Orange, a not-from-concentrate product that has already led to volume growth beyond expectations; and the launch of Disney juices and juice drinks, a unique trademark brand which has created a strong positive response from retailers and consumers. These products illustrate what happens when we work together innovatively and productively in a truly fruitful partnership.

2001 MINUTE MAID LEMONADE AND MINUTE MAID FRUIT PUNCH SALES
VERSUS TWO LARGEST U.S. COMPETITORS



Source: 2001 shelf-stable ready-to-drink lemonade and fruit punch dollar sales as measured by ACNielsen in supermarkets over \$2 million, drugstore chains over \$1 million, and convenience/petroleum stores (includes non-aseptic single-serve, 1-liter and 2-liter packages).





Going the *extra mile* to deliver in Africa

When our volume for a continent grows by 10 percent for the year, it's clear we are executing well—building relationships with consumers and doing whatever it takes to get our products to them. In Africa, our system has created strong marketing, underpinned by programs to widen distribution.

Nigeria, Africa's most populous country, is just one example of our success there. Together with our bottlers, we implemented innovative initiatives in 2001, with satisfying results. Total volume growth in Nigeria in 2001 was 36 percent, with a 28 percent increase for Coca-Cola and a 60 percent increase for Fanta.

Working with our second-largest bottling partner, Coca-Cola HBC S.A., we launched, over time, programs that established 600 independent Strategic Sales Depots. Equipped with transportation to reach smaller customers in congested or outlying areas, these Depots enabled us to leapfrog closer to the small retailers that make up 65 percent of our customers, and grow availability of Coca-Cola from 85 percent to over 90 percent.

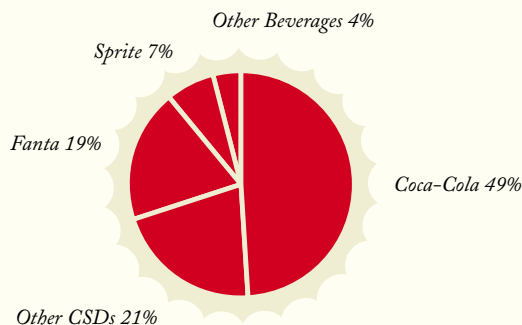
The Depots distributed to customers appropriate equipment, including refrigeration units and signage.

With an intermittent electricity supply, in addition to the 15,000 electric coolers in areas with more reliable power sources, many local customers depended on our system's 26,000 ice-boxes for cool beverages. Accordingly, some Depots were equipped with ice-makers and power generators, and supply runs were adjusted so customers received both product and ice blocks.

The extension of our distribution chain enabled us to implement programs with our small, independent customers and drive further growth. We established several "model markets," and, over time, 24,000 smaller "model outlets." With customized signage, close relationships to the Strategic Sales Depots and extensive branding, these customers created a welcoming retail environment. In 2002, we plan to expand both programs with dozens of additional model markets and 40,000 more model outlets.

Across Africa, our success is built on going the extra mile in every way possible. As our marketing creates connections with people throughout Africa, we will be there, working with our bottling partners to support local businesses and forge relationships with consumers in every community.

TOTAL UNIT CASE SALES IN AFRICA IN 2001



EXTENDING AVAILABILITY HELPED DRIVE 10 PERCENT VOLUME GROWTH



