

Refresh the World. Make a Difference.

Consumer Preference

At The Coca-Cola Company, our vision is to craft beverages that people love.

We strive to be a total beverage company that meets consumers' fast-changing preferences across a wide array of beverage categories. More than 40% of our sparkling beverage brands in the U.S. are now available in package sizes that are smaller than 8.5 ounces. And we are increasing our marketing support for low-sugar, no-sugar and unsweetened products.

In support of the recommendation by several leading health authorities that people should limit their intake of added sugar, we have identified **three priority areas** where we believe we can have the largest impact on consumer health and nutrition.



Reducing Added Sugar

We continue to adjust recipes, promote low-and no-calorie options, and offer smaller packaging to enable portion control.

WHY IT MATTERS: Leading health authorities recommend that no more than 10% of your daily calories should come from added sugar. As a total beverage company, The Coca-Cola Company embraces this recommendation by continuing to increase the number of no- and low-sugar options we sell within our total beverage portfolio.



Responsible Marketing

Aligned with the revised guidelines of the International Food and Beverage Alliance for 2022, we do not market to children under 13, and we ensure easy-to-understand labeling.

WHY IT MATTERS: Responsible marketing is integral to our business. That means not advertising to children under 13 and providing adequate product information for individuals and families to make informed decisions.

Today, we offer more than 800 drinks in the U.S. and Canada alone, including soft drinks, juices, teas, coffee, dairy, sports drinks and water.

**More than 250
of our drinks are
low or zero-sugar.**



School Beverage Guidelines

We ensure nutritious beverage options are available in schools, following the U.S. Department of Agriculture Smart Snacks in School Beverage Guidelines. We educate our third-party distributors on these guidelines and work with restaurant customers to offer low and no-sugar beverage options on children's menus.

WHY IT MATTERS: Childhood nutrition directly impacts children's growth, development, and health. That's why we do not sell full calorie soda beverages in schools.

Reducing Added Sugar

- In 2014, Coca-Cola joined our competitors, the American Beverage, and the Alliance for a Healthier Generation to launch the single-largest voluntary effort by an industry to help fight obesity. Through the Balance Calories Initiative (BCI), we are:
 - Educating consumers about low- and no-calorie beverage options and helping customers diversify the drinks they offer.
 - On track to meet our 10-year goal to reduce U.S. caloric consumption from beverages by 20%, per the American Beverage and the Alliance for a Healthier Generation’s BCI National Progress Report.
- We’re reducing added sugar in select beverage recipes and promoting low and no-sugar options.
- We offer smaller portion sizes and provide consumers with easy-to-understand nutrition labeling on our packaging.
- As a leader in front-of-pack nutrition labeling, Coca-Cola was the first beverage company to place calorie information on the front of nearly all our packaging worldwide.
- Globally, 18 of our 20 top brands are low-or no-sugar or have a low-or-no sugar option.
- We only use sugar alternatives that have been through rigorous scientific testing and are permitted for use by globally recognized authorities, including the World Health Organization, U.S. Food and Drug Administration and the European Food Safety Authority.
- We are helping consumers reduce their consumption of added sugars through new recipes and innovation, increasing availability of low- and no-sugar beverages and reducing package sizes with increased availability of 7.5 ounce minicans and the national introduction of the new 13.2 oz Sip Sized bottle made of 100% recycled materials.*
 - *Does not include bottle’s cap and label.
- We realize many consumers are looking for reduced sugar options. We believe that when beverage companies take the lead in reducing sugar, it leads to more sustainable outcomes than excise taxes on beverages.



Our “Zero” Line of Beverages

We’re continuing to improve the recipes for zero-sugar beverages. In August 2021, we relaunched Coke Zero Sugar to give consumers that refreshing and iconic Coca-Cola taste with zero sugar or calories.

Responsible Marketing

- Since 1956, we've had Responsible Marketing policies that prohibits marketing directly to children under 12.
- Globally, our Responsible Marketing Policy prohibits marketing directly to children under 13. We do not buy advertising directed at an audience made up of more than 30% children under age 13.
- In the U.S., we are also in compliance with the Children's Food and Beverage Advertising Initiative. We do not buy advertising directed at an audience made up of more than 30% children under the age 12.
- The Coca-Cola Company is committed to transparency beyond the label. We've implemented SmartLabel, an industry-wide program where consumers can scan their product and learn about ingredients, product disclosures, and more. Since 2016, there have been more than 5.5 million consumers engaging with Coca-Cola packaging and Smartlabel. In 2022, we will increase the amount of information available to consumers via SmartLabel, including information on recycled content within packaging.

We provide clear, accessible nutrition information on our packages in line with regulatory requirements.



Food Security

The pandemic revealed vulnerabilities in the nation's supply chain and delivery systems. As we continue the road to recovery, ensuring food security is of the utmost importance. That is why the sustainability of our food supply chain is a top priority for The Coca-Cola Company. We support efforts by the USDA to strengthen food systems and ensure supply chain resiliency. We also support bipartisan legislation that aids the recovery of small business food providers, including the Restaurant Revitalization Fund Replenishment Act of 2021.

School Beverage Policy

- In 2006, before the federal guidelines existed, The Coca-Cola Company and other companies voluntarily removed full calorie and sparkling beverages from primary and secondary schools. This action reduced the calories from our industries' beverages by more than 90%.
- In 2014, we moved to align beverage sales in primary and secondary schools with the federal School Beverage guidelines. In accordance with the [Federal USDA Smart Snacks in School Beverage Guidelines](#), some of our products are offered in primary and secondary schools, including water, milk and 100% juice, in low-calorie and calorie-free versions. The Coca-Cola Company's products also comply with state-specific beverage guidelines.
- We consider requests to support extracurricular or educational activities within the spirit of the School Beverage Guidelines.
- We make third-party distributors aware of these Guidelines in cases where neither The Coca-Cola Company nor its bottling partners control final distribution of our beverages in schools.

