



better
together

with

Coca-Cola ^{®/MD}



better
together

Why Coca-Cola®?

Coca-Cola® offers the brands, beverages, packages and equipment to satisfy consumer needs for every beverage occasion.



Coca-Cola® is the #1 favourite sparkling beverage in Canada¹



Coca-Cola® is recognized as the world's most valuable brand²



Coca-Cola Zero™ is the fastest growing diet sparkling beverage in Canada (+12.4% in 2010)³



Diet Coke® is the #1 favourite diet cola in Canada⁴



Sprite® is the #1 selling lemon/lime beverage globally⁵



Fanta® is the #1 fruit flavoured sparkling beverage in the world⁶



Dasani® is ranked as the #2 favourite bottled water in Canada⁷



Dasani® is ranked #2 in the single serve water category in Canada⁷



vitaminwater® is the #1 brand in the enhanced water category⁸



NESTEA® is the #1 selling and preferred iced tea brand in Canada



Minute Maid® brand is the largest juice and juice drink brand in Canada in volume and value share⁹

Coca-Cola® is the most popular and biggest-selling sparkling beverage in history, as well as one of the best-known products in the world. Real refreshment. Universal enjoyment.

1 Source: ACN WSP, L52W ending Mar 27, 2010

2 Source: "Stockwatch" Business Wire News Release Feb. 28, 2011

3 Source: ACN WSP, L52W ending Mar 27, 2010, shipments Dec 2010

4 Source: "Our Partners", Diet Coke, The Coca-Cola Company Web, 9 Feb 2010

5 Source: Beverage World, November 2010

6 Source: Canadian Industry Estimates 2010

7 Source: Nielsen 2010

8 Source: AC Nielsen, YTD ending January 1st, 2011, all 6 channels

9 Source: Nielsen, All Channels, L52Weeks ending Dec 2010



better together

Great Brands = Increased Profits



355mL Bottles



591mL Bottles



500mL Bottles



450mL Bottles



591mL Bottles





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Great Brands = Increased Profits

DASANI. plantbottle



591mL Bottles



1L Bottles



1.5L Bottles

evian.



300mL Bottles



500mL Bottles



750mL Bottles



1L Bottles



1.5L Bottles

GLACÉAU
vitaminwater.
natural enhanced water beverage
hydration **only better**

591ml bottles



GLACÉAU
smartwater.

zero calories/bottle
591ml bottles



591ml bottles



1l bottles



FUZE
ENHANCED BEVERAGES

547mL Bottles



odwalla



355mL Bottles



946mL Bottles

V8



354mL Bottles



354mL Bottles



354mL Bottles



better together

Great Brands = Increased Profits



246mL Cans



444mL Cans



473mL Cans



550mL Cans



710mL Cans



473mL Cans



473mL Cans



650mL Bottles



710mL Bottles



591mL Bottles



710mL Bottles