



New *Coca-Cola with Stevia* - a great taste with even less sugar

Australia, 17 February 2017: Coca-Cola is launching the newest member of the Coke family this month - the great tasting, lower sugar *Coca-Cola with Stevia*.

Coca-Cola with Stevia is an evolution of Coca-Cola Life and forms part of the company's ongoing commitment to offer lower sugar options. Coca-Cola with Stevia has half the sugar of Coca-Cola Classic[^]. Previously, Coke Life had 35 per cent less sugar than Coca-Cola Classic.

"Coca-Cola has had a long history of responding to our consumers. It's the key to us being around for 130 years," Lisa Winn, Marketing Director Coca-Cola South Pacific said

"We innovate and change in line with consumer tastes and preferences.

"That is why we continue to create new products that meet evolving tastes and preferences, particularly as people increasingly look to balance their intake of sugar."

Ms Winn said the name was chosen carefully to make the main product feature clearer to consumers, because research shows Australians are familiar with stevia as a common sweetener in food and drinks.

"We wanted to make it easier for consumers to choose the right Coke for them. We want to make it easy to choose the Coke that best suits their taste, diet and lifestyle," she said.

"Not only does Coke with Stevia have less sugar, it also has a great new taste. We think it is delicious and we know our consumers will too," she said.

Coke with Stevia is sweetened with a combination of stevia and sugar for a great Coke taste, but with less sugar and kilojoules. The sugar in it is cane sugar sourced predominately from farms in Queensland.

In addition to its newest product launch, Coca-Cola is changing its products to respond to evolving consumer tastes and preferences and to respond to concerns about kilojoules.

For example, last year the company reduced the sugar content in a number of its flagship brands. Sprite is now sweetened with sugar and stevia, taking the sugar from 10.1g to 8.6g per 100ml. Lift Hard Hitting Lemon has 8.4g of sugar per 100ml (previously Lift had 11g).

Another important initiative was the airing of a TV advertising campaign “In the Right Amount” to encourage consumers to drink Coca-Cola in the right amount for them.

First aired in Australia in November and on air again this month, the ad helped launch smaller packaging including the 250ml mini bottles and cans – which have been a great success.

“We agree that too much sugar isn’t good for anyone but we also know that sugar can be part of a healthy diet when it’s consumed in the right amount,” Ms Winn said.

“When it comes to our products that contain sugar, we think consumers can make a choice to suit a balanced lifestyle through portion control and smaller packaging.”

The launch of Coca-Cola with Stevia follows the unveiling of Coca-Cola’s new One Brand design in Australia earlier this month. The change will see all of Coca-Cola’s varieties including Coca-Cola Classic, Coca-Cola Zero, Diet Coke and Coke with Stevia, unified under the one design for the first time in the company’s history.

“We believe one of the best ways we can support the growth of lower and no sugar varieties of Coca-Cola is for them all to sit under our iconic Coca-Cola red disc so they can all share the limelight,” Ms Winn said.

^50% reduced sugar vs. Coca-Cola Classic. Coca-Cola Classic contains 10.6g sugar per 100ml and Coca-Cola with Stevia contains 5.0g sugar per 100ml.

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