CHOICE AND INFORMATION
DELIVERING ON OUR COMMITMENTS
At Coca-Cola Great Britain (CCGB), we are responsible for 19 brands and 96 different products that are sold in thousands of retail outlets across the country. In addition to the four Coca-Cola variants for which we are best known, our brands include Sprite, Fanta, Dr Pepper, Oasis, Schweppes, and glacéau vitaminwater and glacéau smartwater.

Our brands are manufactured and distributed by our bottling partner Coca-Cola Enterprises Ltd (CCE). CCE and CCGB are separate companies, but we work very closely together to manufacture, distribute, market and sell CCGB’s portfolio of brands.

The two companies are referred to as the ‘Coca-Cola system’ and employ more than 4,000 people – the majority at CCE’s six factories. 97% of everything we sell in Great Britain is made here.

As a significant British business responsible for global brands, we take corporate responsibility seriously. As we seek to grow our businesses sustainably we are continually looking for ways to help address the concerns of consumers and some of the societal issues we face. We know that obesity is an issue society needs to address and which concerns many people.

As a major food manufacturer we understand the role that diet, including our products, can have on health and wellbeing. While we believe all calories count, we are committed to playing our part to help address obesity.

We believe choice and information are fundamental for consumers to be able to make the right decisions for them and their families. In this report, we set out the actions we have taken and some new commitments to make this easier.

As two of the first companies to sign up to the Department of Health’s Public Health Responsibility Deal we have already taken steps to broaden the choice of drinks we offer and to provide the clearest possible information on our products.

In 2012, we committed to, by the end of 2014, reduce the average calories per litre in our range of sparkling drinks by 5%.

We are pleased to say that we have met this commitment, through a combination of new product development and reformulation, increased choice in pack sizes, clearer labelling, and increasing the marketing investment in our lower and no calorie drinks.

We have also delivered against commitments set out by the Scottish Government in its Supporting Healthy Choices framework and will formally sign up to the scheme in 2015.
In the last three years, we have invested £15 million in reformulation projects to reduce sugar and calorie content and give consumers greater choice. In 2014, we launched Coca-Cola Life, our first lower calorie cola with a third less sugar and fewer calories than regular Coca-Cola. We have also reduced the sugar and calories in Sprite, Dr Pepper, Lilt, Oasis, and Fanta, all by at least 30%.

We have introduced smaller packs too, including, in 2013, 250ml cans of Coca-Cola, Diet Coke and Coca-Cola Zero. In 2014, we increased distribution of these cans to more than 13,000 stores nationwide.

Clear and simple information can also help people make healthy choices. Our own consumer research led us to agree to adopt the Department of Health’s voluntary front-of-pack nutrition labelling scheme, which uses colour-coding to show the fat, saturated fat, salt, sugar and energy (calories) content of a product. The new colour-coded labels will appear on all of our drinks, except our water brands, this year.

We are also aware that physical inactivity is a significant problem in Great Britain. Recent research suggests twice as many people die from a sedentary lifestyle as from obesity. This is one of the reasons we support community-based physical activity projects, like Special Olympics and StreetGames.

Last year we committed to do more. We are investing £20 million in active, healthy lifestyle initiatives to get one million people active by 2020. To achieve this target, we started our own initiative in partnership with local authorities. We launched the ParkLives programme of free sports and activity sessions in 70 parks in Newcastle, Birmingham and the London Borough of Newham. In its first year ParkLives had more than 22,500 visits and we will expand the programme year-on-year to 2020.

Details of these and other actions that Coca-Cola Great Britain has taken since 2012 are in this report. We have made good progress, but know we can do more. This is why in this report contains ambitious new commitments for the years ahead.

This is a major change that puts choice and information at the heart of our business strategy. If people want great taste without sugar and calories, we have the drinks to meet that need.

Together, we believe all of the actions we are taking will help more people make the right decisions for them and their families.

Jon Woods, General Manager, Coca-Cola Great Britain and Ireland

Leendert den Hollander, VP and General Manager, Coca-Cola Enterprises Ltd

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Key among these is the commitment to make Great Britain the first country in the world where 50% of the cola we sell will be lower or no calorie.

To help achieve this we are adopting an entirely new marketing strategy in Great Britain. For the first time, we will adopt a ‘one brand’ strategy, uniting four separate brands as one brand – Coca-Cola – with four distinct variants. This approach will not only extend the appeal of the original Coca-Cola, which remains our best loved brand, across our lower and no calorie variants, but will also make the choice Coca-Cola offers much clearer to consumers. This will be reinforced with new pack designs that emphasise the characteristics of each variant.

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1 Reduction by one third of the calories than full sugar colas in GB, due to 37% sugar reduction, thanks to the presence of stevia extract

2 Ekelund, U et al. Activity and all-cause mortality across levels of overall and abdominal adiposity in European men and women: the European Prospective Investigation into Cancer and Nutrition Study (EPIC). American Journal of Clinical Nutrition; Am J Clin Nutr March 2015 ajcn.100065
**WHAT WE’VE DONE**

Coca-Cola Great Britain was one of the first companies to sign up to the Public Health Responsibility Deal.

**WHAT WE’LL DO NEXT**

We will continue to reduce the number of calories per litre in our drinks, cutting a further 5% across our range by 2025.

**We promised...**

To reduce the average calories per litre in our sparkling drinks range by

- **5%**
  - by the end of 2014

To reduce the calories in some of our leading soft drinks by at least

- **30%**

To increase the marketing investment in our no-calorie colas by

- **25%**

**We delivered...**

We reduced the average calories per litre in our sparkling drinks by

- **5.3%**

We invested £15m in reformulation reducing sugar and calories in Sprite, Dr Pepper, Fanta Orange, Fanta Fruit Twist, Oasis, Lilt, and glaceau vitaminwater by

- **more than 30%**

In 2014 we launched Coca-Cola Life, with a third less sugar & calories than regular Coca-Cola. Since 2005, we have launched 27 new drinks with reduced sugar and calories.

Between 2012 and 2014 we increased our marketing investment in our no-sugar, no-calorie colas by

- **52%**

Coca-Cola Zero, Diet Coke and Coca-Cola Life currently comprise

- **43%** of all the cola we sell

By 2020, Great Britain will be the first country in the world where

- **50%** of the cola we sell will be lower or no calorie
How we’ll do it

We launched our 250ml can in Great Britain in 2013.

We will continue to increase distribution of our 250ml cans.

In 2014 distribution increased by 4,300 stores, to a total of 13,665 stores.

Sales of 250ml cans grew by 23% in 2014.

All of the point-of-sale marketing and packaging in our cinema partners, Vue and Cineworld, is Coca-Cola Zero branded.

From summer 2015 Coca-Cola Zero will be available in all McDonald’s restaurants across the UK, bringing our no-sugar, no-calorie cola to the 3.8 million customers McDonald’s serves every day.

We will invest at least £15m in R&D and new product development by 2020.

In 2015 we will launch Glacéau Vitaminwater Zero in the UK, with zero sugar and calories.

In 2014 we signed up to the DH’s voluntary front-of-pack labelling scheme that shows how much fat, saturated fat, salt, sugar and calories are in a product. The new colour-coded labels will be on our Coca-Cola packs from March 2015, and will be on all of our drinks (except waters) by the end of 2015.

We don’t supply our drinks to schools and we don’t market to under-12s. This policy applies to all forms of media, including internet and mobile.

In 2012 we committed to spend £20 million on local programmes to help get a million Britons active by 2020.

We will continue to invest in community projects, including bringing ParkLives to 10 major cities and 20 towns by 2020.
We are unifying the Coca-Cola portfolio of products – Coca-Cola, Diet Coke, Coca-Cola Zero and Coca-Cola Life – under a new ‘one brand’ strategy to promote the full choice of Coca-Cola variants. Over the years, Coca-Cola has innovated to develop and launch new brands, with distinct and separate identities. These brands have provided people with greater choice, but our research shows that not all consumers properly understand the choice offered.

Five out of ten consumers do not realise Coca-Cola Zero is a no-sugar, no-calorie drink.

From May 2015, all four drinks will be integrated under one brand: Coca-Cola. With this new approach, we will extend the enduring appeal of Coca-Cola across the portfolio. New packs and marketing will emphasise the characteristics of each product, making choice easier and clearer for consumers.

In 2015, we will more than double our media investment in our lower and no-sugar, no-calorie variants of Coca-Cola, to communicate to consumers the full choice available to them.
As a company, we have always listened and responded to the needs of our consumers and we know that obesity is a growing concern for them and their families. Obesity is a complex public health challenge, influenced by many different factors, but we understand the role that diet, including our products, can have on health and wellbeing. All calories count and even though soft drinks only contribute 2% of the calories in adults’ diets, and 4% in children’s diets, we are firmly committed to playing our part in helping to address the challenge of obesity. This is why we’ve made significant investments in our portfolio in recent years.

We have invested significant time and resource to reformulate some of our most popular drinks. We know that while many people want to reduce their calorie intake, they don’t want to compromise on taste. This is a difficult balance to achieve and is something we work hard to get right. Successful reformulations have been made possible by our research and innovation with new ingredients, such as stevia leaf extract, which make it possible to produce lower calorie drinks that still taste great.

Our first no-sugar cola, Diet Coke, was introduced to the UK more than 30 years ago, while in 2014 we launched lower calorie Coca-Cola Life. In total, we have launched 27 reformulated or new reduced sugar and calorie drinks since 2005. In the UK, our 19 brands include waters, juices and sparkling drinks, and all of these have a reduced or no-sugar, no-calorie option available.

In 2011, Coca-Cola Great Britain was one of the first companies to sign up to the Government’s Responsibility Deal and in 2012 we made a commitment to reduce the calories in some of our leading soft drinks by at least 30% and reduce the average calories per litre of our sparkling drinks by 5% by the end of 2014.
Our work to date

5.3% The amount by which we have reduced the average calories per litre in our range of sparkling drinks, meeting our Responsibility Deal commitment.

ALL Of our major brands have a widely available no-sugar, no-calorie or lower calorie alternative.

43% Of the cola we sell is now Coca-Cola Zero, Diet Coke and Coca-Cola Life.

250ml In 2013 we introduced 250ml cans. In 2014 we grew sales by 23%, increasing distribution by more than 4,300 stores, to a total of 13,655 stores.

39% Of the drinks we sell in the UK are now lower or no calorie.

2014 We introduced glacéau smartwater, made from British spring water.

£15m The amount we have invested in reformulation since 2012.

Our commitments

5% Further reduction in calories per litre across our drinks range by 2025.

£15m Further investment in R&D and product development by 2020.

50% Or more of Coca-Cola sales will be lower or no calorie by 2020 – Great Britain will be the first country in the world to achieve this.

£15m £15m £15m
INFORMATION:
Using responsible marketing to drive awareness of our lower and no calorie options

At Coca-Cola, we’re proud to have been manufacturing our drinks for more than 125 years and to manage brands that millions of people across Great Britain consume and enjoy. However, we are also aware that the trust that our consumers place in our brands brings responsibilities. This requires us to develop pioneering marketing campaigns that people enjoy and trust. We take this responsibility seriously.

A key priority for us is providing our consumers with the clearest possible information about our products. We respect the role of parents and guardians and believe that they should be able to choose the drinks that are right for their children. Since 2009, one of our core global commitments has been that we will not market to children under the age of 12. In 2011, we introduced a Responsible Marketing Code specifically for the UK market which built on our European and global commitments.

All of our marketing content, messaging, design and placement is created for an audience aged 12 or over. This policy applies to all forms of media, including the internet and mobile phones. You will see Coca-Cola adverts on family shows like the X Factor, but you won’t see any of our brands on channels like the Cartoon Network or Nickelodeon.

We have long been committed to providing clear and transparent nutritional labelling so that people can make informed choices about the products they buy and consume. We have voluntarily included nutrition information on the labelling of all our products since 2003, and in 2007 we led the development of GDA labelling across Europe. In 2014 we also signed up to the Government’s voluntary, colour-coded, front-of-pack nutrition labelling scheme.

As part of the Responsibility Deal, we made a commitment to significantly increase the marketing budget for our no-sugar, no-calorie colas by the end of 2014, and to work with retailers to increase the availability of these colas where it is currently limited. With our new ‘one brand’ strategy we will go even further in promoting understanding of these drinks and helping consumers to be aware of the choices available to them.
Our work to date

52%
The increase in marketing investment on no-sugar, no-calorie cola between 2012 and 2014, exceeding our target of 25%.

2014
We signed up to the Department of Health’s voluntary front-of-pack nutrition labelling scheme which gives colour-coded nutritional information to show how much fat, saturated fat, salt and sugar are in a product.

We do not market to under 12s and we do not supply drinks to schools.

All point-of-sale marketing and packaging in our cinema partners, Vue and Cineworld, is Coca-Cola Zero branded, encouraging people to try a no-sugar option.

887 thousand Entries were received in our FIFA World Cup win-a-ball on-pack promotion in 2014. We gave away 183,000 free footballs and raised an additional £100,000 for our doorstep sport charity partner StreetGames.

Our commitments

One brand
For the first time, our marketing strategy will unite the four separate Coca-Cola brands as one brand. We will extend the iconic appeal of original Coca-Cola across our lower and no-calorie colas while also emphasising the different characteristics of each product to make choice easier and clearer for consumers.

2015
McDonald’s customers a day will be able to choose Coca-Cola Zero from summer 2015.

All
Our marketing, including sponsorships of major events and attractions, will reflect the one brand approach. We will use our marketing to promote active lifestyles, such as our sponsorship of Rugby World Cup 2015.

2015
Will see colour-coded labels appear on all packs across our drinks range (except water).

In 2015, we will more than double our media investment in our lower and no-sugar, no-calorie variants of Coca-Cola, to communicate to consumers the full choice available to them.
SUPPORTING ACTIVE, HEALTHY LIFESTYLES

The Government has rightly identified tackling physical inactivity as a priority in improving physical and mental health. The WHO ranks adults (everyone over 15) in Great Britain among the least active in Europe, while a recent paper from Cambridge University analysing 334,000 people showed that being physically inactive doubled the risk of dying compared to being obese. That paper also showed that just 20 minutes of walking a day could cut a person’s risk by up to a third, but people are living increasingly sedentary lifestyles and activity levels in Great Britain are falling. More than one in four women and one in five men do less than 30 minutes of physical activity a week and are classified as ‘inactive’.

Physical inactivity is the fourth largest cause of disease and disability in the UK and costs an estimated £7.4bn a year. Increasing inactivity levels have a negative impact on both individuals and communities, and this is particularly true for people living in less prosperous areas and those with disabilities, as these groups have disproportionately higher levels of inactivity.

Squeezed national and local government budgets mean that securing resources for accessible and scalable services can be difficult. It will require everyone working together to change behaviour, and to support and inspire people to become more active.

A RECENT STUDY SHOWED THAT BEING PHYSICALLY INACTIVE DOUBLED THE RISK OF DYING COMPARED TO BEING OBESE

We welcome the growing focus on this area, and at Coca-Cola, we are committed to playing our part; whether that’s using our sponsorship of sport on the world stage to inspire people to be more active, or through our direct support of grassroots programmes and volunteering in local communities.

In 2012, we signed up as a partner of the Responsibility Deal’s Physical Activity Network and made a commitment to use our local presence and charity partnerships to get more people more active. In 2014, we went even further and made a commitment to spend £20 million on programmes to help get one million Britons active by 2020 – our biggest commitment to active lifestyles to date.

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1 World Health Organization, Noncommunicable Diseases Country Profiles, 2011
2 Ekelund, U et al. Activity and all-cause mortality across levels of overall and abdominal adiposity in European men and women: the European Prospective Investigation into Cancer and Nutrition Study (EPIC). American Journal of Clinical Nutrition; Am J Clin Nutr March 2015 ajcn.100065
3 Public Health England, Everybody Active, Everyday, An evidence-based approach to physical activity, October 2014
7 Public Health England, Everybody Active, Everyday, an Evidence-Based Approach to Physical Activity, October 2014
Our work to date

In May 2014, we launched ParkLives: fun, free, family activities in the heart of local communities – parks – and delivered in partnership between Coca-Cola Great Britain and local authorities. In our first year we teamed up with local councils in Birmingham, Newcastle and the London Borough of Newham.

ParkLives ran thousands of sessions during the summer of 2014. This summer, we will publish an evaluation report from an independent panel of experts on year one of ParkLives. Our findings will be used to expand the programme into new towns and cities in the coming years.

Coca-Cola Great Britain was a founding partner of Special Olympics Great Britain, and since 1978 we have been helping to raise awareness of the charity and its work to support people with an intellectual disability to have fun, keep fit and build friendships through sport. As well as providing local, year-round sports and activity sessions for around 8,000 people with intellectual disabilities, the charity’s 3,000 dedicated volunteers run education, early intervention training and health screening programmes across its 135 clubs in England, Scotland and Wales.

Our support of Special Olympics GB helped 1,700 athletes to compete at the National Summer Games in Bath in August 2013. This is in addition to the year-round fundraising and volunteering undertaken by Coca-Cola employees in the UK.

In 2014 we announced our match-funding, worth £500,000, of the Mayor of London’s FreeSport programme, which administers grants of up to £1,500 to community groups and sports clubs across London.

Our commitments

We have committed to spend £20million on community-based projects that increase physical activity, including bringing ParkLives to 10 major cities and 20 towns by 2020 and helping London FreeSport to double in size.

165 thousand young people

From disadvantaged communities have been helped to access sport on their doorstep since 2010, thanks to our partnership with StreetGames. 300 neighbourhood and multi-sport festivals have reached around 55,000 people.

With our help, the first ever StreetGames Sport for Change Training Academy has equipped around 100 tutors to deliver 33 new StreetGames training courses to around 11,000 coaches.

StreetGames operates in the most deprived 20% of areas in the UK and 87% of StreetGames’ participants are from disadvantaged communities. With our support, StreetGames is helping young people to stay out of crime, build their confidence, be more active and change their lives and communities for the better.

£20m

More than 22,500 visits in over 70 parks

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