Our business in Great Britain is made up of two separate companies with different roles. Together, these companies manufacture, distribute and market our range of drinks. The companies are Coca-Cola Great Britain (CCGB), which is a wholly owned subsidiary of The Coca-Cola Company and Coca-Cola Enterprises Ltd (CCE), which is part of Coca-Cola Enterprises Inc. These two companies form our business in Great Britain, which we call ‘The Coca-Cola System’.

To find out which areas of corporate responsibility are the most important for us to deal with, we carried out an assessment to prioritise our key issues in early 2009. The assessment identified a total of 15 issue areas and this review is structured around the top six issues.

The information in this review includes data up to 31st December 2008. Some information on our projects and initiatives goes up to June 2009.

We have commissioned Corporate Citizenship to provide independent external assurance of our reporting. A commentary is provided in this Review, the full assurance statement will be available online.

This review is a summary of our full report, available online at coca-cola-sustainability.co.uk. The full report follows the Global Reporting Initiative guidelines and our GRI index is available online.
In Great Britain we manufacture and market a wide range of drinks. Our sparkling soft drinks include well-known brands like Coca-Cola, Diet Coke, Coca-Cola Zero, Sprite and Fanta, as well as Oasis still fruit drinks, the isotonic sports drink Powerade and Abbey Well water. We also own the Schweppes product range, Relentless energy drinks and the newly launched range of GLACÉAU vitaminwater™.

Coca-Cola Enterprises also manufactures and distributes some products for other brand owners. These include Capri-Sun, Monster energy drinks and the Appletiser, Peartiser and Fruitiser range of sparkling fruit juices.

All our drinks come in a variety of packaging formats – aluminium cans, glass and plastic bottles – and portion sizes from 150ml cans through to 2 litre bottles. A selection of sizes and drinks are shown here.

Coca-Cola, Coke, Diet Coke, Coke Zero, Fanta, Sprite, Lilt, Five Alive, Powerade, Powerade Aqua+, Relentless, the Dynamic Ribbon device and the design of the Coca-Cola Contour bottle are all registered trade marks of The Coca-Cola Company. Dr Pepper is a registered trade mark of DP Beverages Limited. Schweppes, the Fountain Device, the 196 Graphics, Oasis, Kia-Ora, Roses and the Lime Branch device and Malvern are registered trade marks of Atlantic Industries. Canada Dry and the Shield Device are registered trade marks of Canada Dry Corporation Limited. Appletiser, Peartiser and Fruitiser are registered trade marks of SABMiller International B.V.

Capri-Sun is manufactured and distributed under licence of WILD, Heidelberg, Germany in Great Britain by Coca-Cola Enterprises Ltd, Uxbridge. GLACÉAU vitaminwater and the GLACÉAU vitaminwater get up are trade marks of energy brands inc, aka GLACÉAU. Abbey Well a registered trade mark of Waters & Robson Limited. Monster Energy is a registered trademark of Monster Beverage Company. For the avoidance of doubt, the above is not a complete list of trade marks of The Coca-Cola Company or its affiliates.
Corporate Responsibility Review

2008

Introduction

Our business in Great Britain is made up of two separate companies with different roles. Together, these companies manufacture, distribute and market our range of drinks.

The companies are Coca-Cola Great Britain (CCGB), which is a wholly owned subsidiary of The Coca-Cola Company and Coca-Cola Enterprises Ltd (CCE), which is part of Coca-Cola Enterprises Inc. These two companies form our business in Great Britain, which we call ‘The Coca-Cola System’.

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This review is a summary of our full report, available online at coca-cola-goodcorporateresponsibility.co.uk. The full report follows the Global Reporting Initiative guidelines and our GRI index is available online.
Like any big business, the way we act affects the world in which we operate. It’s our responsibility to make sure that we do business in a way that’s sustainable and makes a positive contribution to the environment and society.

Sustainability isn’t just a marketing ploy, or something we do to make us feel good about ourselves. We believe it’s absolutely critical to our future success.

In this review, you will read about some of the innovative and leading things we’re doing as well as areas where we still have work to do.

If you’d like to know more, you can find our full corporate responsibility report online at cokecorporateresponsibility.co.uk. We would also be glad to hear your feedback or comments – please contact Liz Lowe at The Coca-Cola Company GB or Corporate Affairs at Coca-Cola Enterprises Ltd. Contact details are at the back of this report.

### Highlights of 2008

<table>
<thead>
<tr>
<th>17,000</th>
<th>1.47</th>
<th>135,000+</th>
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<tbody>
<tr>
<td>of our coolers are fitted with a bespoke energy management system that reduces energy use by up to 35%.</td>
<td>litres of water used to make each litre of product – one of the lowest water use ratios in the entire global Coca-Cola system.</td>
<td>unique users visiting letsgettogether.co.uk</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>50%</th>
<th>34%</th>
<th>30+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our aluminium cans contain 50% recycled aluminium and have been redesigned to be only as thick as a human hair.</td>
<td>of our products have no sugar or no added sugar.</td>
<td>We have supported Special Olympics GB for more than 30 years and the Olympics since 1924.</td>
</tr>
</tbody>
</table>
Welcome to the corporate responsibility review for the Coca-Cola system in Great Britain.

We believe that corporate responsibility and sustainability should be at the heart of our business and should guide how we operate every day. Without healthy communities and a sustainable planet, we can’t have a healthy and sustainable business. At a time of recession this becomes ever more important.

In our 2007 Report we set out the actions we were taking to ensure the long-term sustainability of our business. In this Report we outline our continuing journey as to how we are embedding corporate responsibility and sustainability into our operations and plans, highlighting some of the issues we still have to address.

We have focussed on the areas that are most important to the people who matter to our business, demonstrating some good progress in reducing our environmental impacts, addressing how we market to and inform our consumers and reporting on our connections to our communities.

Big brands have big impacts on the world around them. But if they do business in the right way, the benefits they bring can be just as big. That is why we try to use the power and appeal of our brands and the scale, reach and diversity of our business to make a positive difference to the wider community here in Great Britain.

We have themed this report ‘Answering the big questions’ not because we believe that Coca-Cola has all of the answers, or that we are doing all that we can, but we are addressing the key issues our consumers and stakeholders have raised with us. We are still learning and there is a long way to go, but we hope that you will see in this review that we are moving in the right direction.

We are keen to hear your feedback. You can share your thoughts with us at corporateresponsibility@eur.ko.com

We look forward to hearing from you.

Sanjay Guha
President
Coca-Cola Great Britain

Simon Baldry
Managing Director
Coca-Cola Enterprises Ltd

“Big brands can have big impacts on the world around them.”
Our operations in Great Britain

Our drinks are sold the length and breadth of Great Britain, so we have operations to match. The map below shows where we have our 37 production, distribution and office sites. The locations are split into five regions: Scotland, North, Central, Wales & South West and South East.

Coca-Cola Great Britain (CCGB):
CCGB markets and develops new and existing brands. Based in West London and employing 110 people, it currently manages 17 brands and around 100 products.

Coca-Cola Enterprises Ltd (CCE):
CCE manufactures and distributes soft drinks for both The Coca-Cola Company and other brand owners. It employs around 4,650 people in Great Britain and has seven manufacturing sites across the country.

- Coca-Cola is Great Britain’s number one grocery brand.
- CCE holds 27% of the soft drinks market in the UK.
- In 2008 CCE sold 4.4 billion packs of soft drinks.
- Our products are sold in over 100,000 outlets around Great Britain.

This map shows where our offices and manufacturing sites are located:

- Manufacturing Site (7)
- Distribution Centre (8)
- Full Vending Service (12)
- Regional Office (5)
- Cold Drinks Centre (1)
- Customer Logistics (1)
- Business Support Centre (1)
- Head Office (2)

To find out more information on our approach to corporate responsibility please visit our website: cokecorporateresponsibility.co.uk
CCGB and CCE work together on corporate responsibility issues. We have a joint corporate responsibility steering group that meets four times a year and guides our work in this area. Recommendations for improvement are then made to the Team GB meeting which is chaired by the Managing Director of CCE and the President of CCGB.

Although CCGB and CCE work closely together, each has different approaches to corporate responsibility, relevant to the different natures of their businesses (see page 7).

For an overview of how our two businesses share and engage with different issues, please refer to the diagram below.

**LIFECYCLE IMPACTS**

In Great Britain we take a lifecycle approach to our thinking about corporate responsibility. This means trying to reduce our impacts at every stage of our drinks’ lifecycles – from growing ingredients and sourcing materials all the way to how our consumers dispose of their empty cans and bottles.

You might think that most of our impacts come from manufacturing and distributing our products. But this isn’t necessarily the case.

For example, we know that between 30% and 70% of a product’s carbon footprint comes from its packaging. So it’s clear that if we want to reduce the impact of our products, packaging has to be a big focus.

Even more surprisingly, we discovered that 70% of the energy needed to make and supply our drinks comes not from manufacturing, but from refrigerating drinks at the point of sale. So to make our products more energy efficient, we’ve been focusing on finding ways to make the coolers we supply to shops and restaurants use less energy.

We also need to think about what goes into our products from a lifecycle point of view: this includes the ingredients we use. But it is also about what information we provide consumers from a nutritional point of view helping them to choose the right drinks for the right occasions.

**OUR BUSINESS RESPONSIBILITIES**

- **CCE**
  - Energy use
  - Water use
  - Packaging
- **CCGB**
  - Agriculture
  - Recycling
  - Community
  - Marketing
  - Health & Wellness

**OUR PRODUCT LIFECYCLE**

- **Ingredients**
- **Packaging**
- **Manufacturing**
- **Distribution**
- **Vending**
- **Retailer**
- **Consumer**
- **Landfill**
- **Recycle**
Corporate responsibility isn’t something we can do on our own. To make sure we’re addressing the issues that matter the most and being as effective as we can, we need to work closely with those who have an interest in our business. These include our consumers, our customers (such as shops, restaurants and other retailers), suppliers, the government, non-governmental organisations and employees. These are our stakeholders.

**COCA-COLA CONNECTS**

Coca-Cola Connects is an internal programme to develop the engagement skills and potential of our senior management. Through a targeted programme of networking with NGOs and political organisations we have been able to explore attitudes and opinions on a variety of issues including sustainability and the London 2012 Olympics. We’re proud to be sponsoring London 2012 and we are the longest-standing Olympic sponsor in the modern history of the Games.

**LISTENING TO OUR CUSTOMERS**

In 2008 we talked to many of our main European customers, including major retailers and food service companies, to get their views about how we can be more sustainable. The results showed that customers feel that we should be tackling carbon management, waste and packaging as key issues. They also wanted us to continue to find ways to make our coolers more energy-efficient and work with them to tackle waste and litter through recycling programmes.

We affect the environment and communities in which we do business in many different ways – which means we have many different areas of responsibility. To find out which areas are most important for us to tackle, we carried out an assessment in 2009 to find out which issues matter most to our stakeholders. The diagram below shows the top 15 issues identified by the assessment.

This review covers the top six issues. These are:
- nutrition
- water
- energy
- sustainable agriculture
- marketing
- packaging.

In addition to the issues above, this review also has a section called ‘community’, which includes information about our contribution to community programmes and how we treat our employees. Although ‘community’ falls into tier 5 of the issues identified by our stakeholders, we think it’s an important area to include and one where we can make a positive difference.

As space is naturally limited, this review gives only a summary of our work in each of these seven areas. If you’d like more details about these and other issues, you’ll find them online at cokecorporateresponsibility.co.uk.
Answering the big questions...

Corporate responsibility is an important issue and it’s especially important for a business like ours. Naturally, lots of people have questions they want to ask us about what we’re doing to make sure we’re running our business in a sustainable, responsible way. In this review we set out to explore some of the really big questions.

But it doesn’t stop here. We want to keep talking with people and continue to find ways to answer the questions they may have. To help us do this, we launched letsgettogether.co.uk in 2008 – a website where anyone can post us a question about any aspect of our business and have it answered by our panel of experts.

All the questions included in this review have been asked by consumers on letsgettogether.co.uk and reflect their thoughts on our biggest sustainability issues. You can read full answers to each of the questions used in this review on the website.
CCE and CCGB each have their own set of global company-wide corporate responsibility commitments. The Coca-Cola Company has a vision of sustainability called Live Positively. Commitment 2020 set out CCE’s global goals to achieve by the year 2020. It covers key sustainability issues relevant to the business, many of which are directly linked to Live Positively.

In most cases, the key issues that we’ve identified are covered by these two sets of commitments.

**VISION: LIVE POSITIVELY**

- **Energy & Climate Protection**: We aim to grow our business but not our carbon emissions.
- **Packaging**: At The Coca-Cola Company, we envisage a world in which our packaging is no longer seen as waste, but as a valuable resource for the future.
- **Water Stewardship**: To safely return to nature an amount of water equivalent to that which we use in all our beverages and their production.
- **Beverage Benefits**: Quenching every thirst and need. Providing and tailoring beverages for every lifestyle, life stage and life occasion – all based on individual needs. Quality you can trust all the time.
- **Workplace**: To foster open environments, as diverse as the markets we serve. Where workplace rights are respected and people are inspired to create superior results and make a positive difference.
- **Active Lifestyles**: Helping to increase physical activity levels to enhance health. Our goal is to raise the standards of physical fitness globally, through encouragement, partnership and grass-roots programmes.
- **Community**: We are a global company with local roots in every community where we do business. We are committed to the needs of our communities with a wide range of programmes.

**ACTION: COMMITMENT 2020**

- **Energy conservation/climate change**: Reduce the overall carbon footprint of our business operations by 15% by 2020, as compared to our 2007 baseline.
- **Sustainable packaging/recycling**: Reduce the impact of our packaging; maximise our use of renewable, reusable and recyclable resources; and recover the equivalent of 100% of our packaging.
- **Water stewardship**: Establish a sustainable water operation in which we minimise our water use and have a water neutral impact on the local communities in which we operate, by safely returning the amount of water equivalent to that which we use in our beverages and their production to these local communities and their environment.
- **Product portfolio/well-being**: Provide refreshing beverages for every lifestyle and occasion, while helping consumers make informed beverage choices.
- **Diverse and inclusive culture**: Create a culture where diversity is valued, every employee is a respected member of the team, and our workforce is a reflection of the communities in which we operate.
What is your energy policy and how can it help protect the environment?

We are completely committed to reducing the amount of energy we use.

We are the first soft-drinks company to calculate carbon footprints for our products – making it easier for us to understand how and where we can reduce our CO₂ emissions.

Refrigeration is the area of our operations that produces the most carbon emissions. To tackle this we’ve created a bespoke environmental management system to reduce energy use in our coolers.

Do you produce Coca-Cola using renewable energy?

The carbon footprint of a 330ml can of Coke is 170 grams of CO₂.

The questions in this section have been posed by consumers and answered in full by Coca-Cola on our website letsgettogether.co.uk
**ENERGY FACTS**

Our total energy use in 2008 was 222,854,737 kWh.

Our energy use per 1,000 litres of product in 2008 was 90.9 kWh.

We emitted 504,000 tonnes of carbon from our operations in Great Britain in 2007. This is about 11.2% of the total amount produced by Coca-Cola Enterprises Inc. worldwide.

We measured the carbon footprint of some of our key products for the first time in 2008.

**MEASURING OUR PRODUCTS’ CARBON FOOTPRINTS**

The first step towards reducing CO₂ emissions is measuring them accurately. We have already calculated the CO₂ emissions from our manufacturing operations. But in 2008, for the first time, we also measured the carbon footprint of some of our products. This work was done in partnership with the Carbon Trust.

When we calculated the carbon footprint of a product, we accounted for the emissions from every aspect of a product’s lifecycle. This included emissions from growing the ingredients and making the packaging to the transport, sales and consumption of our drinks and final disposal of the empty container.

For a standard 330ml can of Coke the carbon footprint is 170 grams of CO₂. For a 330ml glass bottle of Coke the footprint is 360 grams. This shows how much difference a product’s packaging material and weight can make to how much CO₂ is emitted during its life. It also shows that the single most important thing a consumer can do to reduce the carbon footprint of our products is to recycle the bottle or can. Recycling an aluminium can reduces its carbon footprint by about 60%.

**HOW WE’RE REDUCING EMISSIONS**

Our approach to reducing our energy use and CO₂ emissions focuses on three main areas:

- **Refrigeration**
- **Manufacturing**
- **Distribution**.

The equipment we use to chill drinks in the places where they are sold accounts for more than 70% of our carbon emissions. We own more than 200,000 coolers and vending machines in Great Britain. We’re looking at ways to make this equipment more energy efficient and we have a dedicated Cold Drinks facility in Milton Keynes which purely focuses on refitting, recycling, refurbishing and maintaining our cooler equipment.

At the moment 17,000 (15%) of our coolers are fitted with an energy management system that reduces energy use by up to 35%. By the end of 2009, this figure will be 22,000 and we will fit a further 10% in 2010.

LED lights can be up to 80% more efficient than traditional lighting in coolers and vending machines. By the end of 2008 we had installed LED lights in more than 22,000 machines. We’re aiming to increase this number to 40,000 by the end of 2009.

In the manufacturing side of our business, we’ve made improvements through measures like installing energy meters and efficient lighting. In transport, we’re improving the efficiency of our own vehicle fleet, working with our haulage partners to reduce mileage and using rail freight to reduce road transport. Our initiatives with haulage partners have saved 780,000 road miles a year. Using rail freight from our East Kilbride site saves 276,000 road miles a year.

Read more in our full report online: cokecorporateresponsibility.co.uk

**Product carbon footprints**

<table>
<thead>
<tr>
<th></th>
<th>Coca-Cola</th>
<th>Diet Coke</th>
<th>Coca-Cola Zero</th>
<th>Oasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>330ml aluminium can</td>
<td>170g</td>
<td>150g</td>
<td>150g</td>
<td>n/a</td>
</tr>
<tr>
<td>330ml glass bottle</td>
<td>360g</td>
<td>340g</td>
<td>340g</td>
<td>n/a</td>
</tr>
<tr>
<td>375ml glass bottle</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>340g</td>
</tr>
<tr>
<td>500ml plastic bottle</td>
<td>240g</td>
<td>220g</td>
<td>220g</td>
<td>240g</td>
</tr>
<tr>
<td>2 litre plastic bottle</td>
<td>500g</td>
<td>400g</td>
<td>400g</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**NEXT STEPS**

**Reducing emissions**

As part of our Commitment 2020 goals, we’re aiming to reduce our CO₂ emissions at CCE by 15% by 2020 from their 2007 level.

**Product carbon footprint**

We will measure the carbon footprint of the remainder of our products using the method we have developed with the Carbon Trust.

**Lighting and cooling**

In 2009 we will install energy efficient LED lights in 18,000 coolers and vending machines and install our energy management system in 5,000 coolers. And we will fit a further 10% in 2010.

276,000

Using rail freight from our East Kilbride site saves 276,000 road miles a year.
What are you doing about packaging and waste?

We are one of the largest users of packaging in the whole of Great Britain. We’re constantly seeking improvements in the weight and content of our packaging, because lighter and more recyclable packaging lowers our impact on the environment.

Our newly developed lighter aluminium can has set the standard for the beverage industry. We’ve also redesigned our iconic Coke glass bottle to make it lighter. Packaging often still ends up as waste and we’re the first beverage company to introduce branded Recycle Zones across the country to help consumers recycle more when they are ‘on-the-go’.

Why don’t you make the plastic around 6-packs recyclable?

Where does Coca-Cola import their plastic from?
We used a total of 196,636 tonnes of packaging in 2008 (down from 204,537 in 2007).

Our aluminium cans contain 50% recycled aluminium.

Our glass bottles contain 37% recycled glass.

We recycled 97% of our manufacturing waste in 2008. 3% went to landfill.

We’ve launched 21 Recycle Zones of a planned 80 in busy locations around the country to help consumers recycle ‘on-the-go’.

In 2008, as part of the Courtauld Commitment, Waste & Resources Action Programme (WRAP), announced that the grocery sector had halted packaging growth and was on track to decrease packaging and food waste by 2010.

In 2008, we worked with Beverage Can Makers Europe (BCME) and WRAP to redesign our aluminium can. The wall of the can is now as thin as a human hair, making it 5% lighter than previous designs. The new can has set the industry standard and we expect more than 15 billion to be produced in 2009 across Europe. WRAP has estimated that the new can design will save 15,000 tonnes of aluminium across the EU each year, cutting CO2 emissions by around 78,000 tonnes.

Everyone’s familiar with our iconic glass Coca-Cola contour bottles. Each year we produce around 67 million of them in Great Britain. In late 2007 we redesigned the bottle to make it 20% lighter, slightly shorter and more impact-resistant all at the same time. The new bottle weighs in at 210 grams compared to its original weight of 263 grams.

Since 1994 we’ve reduced the weight of our PET plastic bottle by 38.5%, from 39 grams to 24 grams. To make this shift we’ve invested in new bottle-blowing facilities at our factories in Sidcup and Wakefield.

At the time of this review we already have around 21 live Recycle Zones in theme parks, shopping centres, university campuses, hospitals and travel hubs around the country. Our biggest Recycle Zone is at Manchester airport, which has around 150 bins. To date our Recycle Zones have collected around 17 tonnes of material for recycling.

To celebrate Recycle Week in 2008 and to inspire people to recycle cans, we commissioned British artists to create giant sculptures of well-known landmarks out of Coke cans.

We’ve discovered that our packaging accounts for between 30% and 70% of the carbon footprint of our products throughout their lifecycle. So to minimise the impact of our products we must focus on reducing the impact of its packaging.

In 2008 we launched Recycle Zone, the UK’s first branded on-the-go recycling scheme. Recycle Zones give consumers a convenient set of bins to put their empty bottles and cans when they are out and about, where they will be collected for recycling.

Working with WRAP, we have a three-year plan to create 80 Recycle Zones in busy locations around the UK by 2011.

In 2008 we launched Recycle Zone, the UK’s first branded on-the-go recycling scheme. Recycle Zones give consumers a convenient set of bins to put their empty bottles and cans when they are out and about, where they will be collected for recycling.

Working with WRAP, we have a three-year plan to create 80 Recycle Zones in busy locations around the UK by 2011.

Updating the software in our factories, we’re on track to achieve this goal.

Our East Kilbride, Milton Keynes, Wakefield and Sidcup sites are aiming to be zero waste – to recycle all of their waste sending none to landfill – by 2011.

We will continue to look at ways of inspiring and influencing our consumers to recycle more.
What is Coca-Cola doing to reduce water usage?

If it takes 1.47 litres of water to make one litre of Coke, shouldn’t we all be drinking water and not Coke to save water?

How much water is used in producing a can of Coke?

Water is our main ingredient and is vital to our business success and the future health of the planet – two very good reasons why we have policies and targets in place to ensure we use water in a sustainable way. In the UK we use an industry-leading 1.47 litres of water to make one litre of product.

The Malvern Hills, origin of our Malvern Water.
Angus Kippen
Environment and Systems Manager, Wakefield

WATER FACTS

We used 3.6 billion litres of water in 2008 in Great Britain.

The amount of water we use to produce a litre of drinks is 1.47 litres (7.5% less than we used in 2006).

We’re a founding signatory of the Federation House Commitment to reduce water use by 20% by 2020.

We signed up to the CEO Water Mandate in early 2009 pledging to improve the way we use water in our own operations and our supply chain and to promote sustainable water management.

Water is our single biggest product ingredient. It’s also vital to our production process, where it’s used for rinsing, heating, cooling and washing. We believe the world contains enough water to meet personal, agricultural and business needs – but only if everyone improves the way we use it. We’re determined to use water in a responsible, sustainable way.

TARGETS

We have a Europe-wide target to reduce by 2010 the amount of water we use to produce a litre of drink by 10% from 2007 levels. As part of our Commitment 2020, we’re aiming to have a water-sustainable operation by 2020. Under our water stewardship strategy we’re also aiming to return safely to nature an amount of water equivalent to that which we use in all our drinks and their production. This is part of our Live Positively approach to sustainability.

REDUCING WATER USE

We were one of the founding signatories of the Federation House Commitment – an agreement by UK food and drink companies and the UK government programme Envirowise to reduce water use by 20% by 2020.

In Great Britain we have water conservation and re-use programmes in place at all of our manufacturing sites. We’re introducing water efficiency measures and investing in advanced water metering systems. By the end of 2009 we aim to have these systems installed at all of our facilities.

In 2008 we measured water efficiency at several of our manufacturing sites. This involved using a custom-built model that benchmarks the water-consuming parts of our processes, helping us see where we can be more efficient.

At our Sidcup site in 2008 we’ve reduced water consumption by 22% by analysing how we use water on our production lines. We installed 60 water meters and monitor them every week to identify trends and spot opportunities to save water.

At our East Kilbride factory we’ve looked closely at the way we use water, making big improvements in our cleaning and rinsing processes and other areas. Thanks to these improvements, the site uses 17% less water to make a litre of drinks in 2008 than it did in 2006.

NEXT STEPS

Increasing efficiency
By 2010, we’re aiming to reduce the water we use to make a litre of drinks by 10% from 2007 levels. This will bring our water use ratio down to below 1.39 litres per litre of drinks produced.

Industry collaboration
As a signatory to the Federation House Commitment, we aim to make a 20% reduction in water use at CCE by 2020.

Water metering
We aim to install water meters in all our manufacturing sites by the end of 2009.

Analysis of manufacturing
We will continue to review and change processes at our manufacturing sites to make more water savings.

Water footprinting
We will establish an embedded water footprinting methodology to work out the water footprint of our products.

1.47

litres of water used per litre of product produced.
Why have you chosen to feature GDAs on your packs?

We offer a wide choice of non-alcoholic drinks and aim to give people the information they need to make the right choice for them. We promote active lifestyles because we want to make a positive impact on people’s health and wellbeing. We used our expertise to support Team GB at the Beijing Olympics with a specially formulated drink, Powerade Pro and we’re always working to make our drinks healthier and to expand our range to offer more low and no sugar products.

Is it true that Coca-Cola is full of chemicals?

We reduced the sugar content of Oasis by 50%.

If I drink Diet Coke on a regular basis is it bad for my health?

The questions in this section have been posed by consumers and answered in full by Coca-Cola on our website letsgettogether.co.uk.
For example, we label our energy drink Relentless with a high caffeine warning and provide the amount of caffeine per pack, as required by law. However, we go one step further and voluntarily state that, because it’s a high caffeine drink, it’s not suitable for children, pregnant women or those sensitive to caffeine. Where our products contribute to the five-a-day target for fruit and vegetables, we flag this up too. We do this on our Capri-Sun and Appletiser, Pearltiser and Fruitiser drinks.

Powerade Pro
We were proud to support Team GB at the Beijing Olympics with a specially formulated version of Powerade. Developed with the Olympic Medical Institute, Powerade Pro has a special heat and humidity formulation to maintain hydration, something which boosts athletes’ performance. We provided over 100,000 sachets of Powerade Pro for Team GB and over 10,000 athletes drank Powerade during the 16 days of the 2008 Games.

NEXT STEPS

Healthcare professionals
We are building on our success with ‘Let’s Get Together’ with a website to encourage dialogue with healthcare professionals about soft drinks and health. healthprofessionals.letsgogether.co.uk

Leisure channel
We’ll continue to work with leisure channel customers, health agencies and regulators to promote healthy choices in leisure locations such as cinemas and theme parks.

‘Southampton’ colours
By the middle of 2010 we’ll have phased out all six of the artificial food colours linked to hyperactivity in children by the so-called ‘Southampton Study’ in 2007.

30%

Fanta Orange now contains 30% less sugar than it did in 2006.

A healthier Fanta
The Fanta brand has been around for almost 80 years. Fanta Orange is a much-loved drink, so when we decided to reformulate the ingredients of Fanta Orange we wanted to be sure we did so in a way that suited the tastes and demands of our consumers. We’ve successfully managed this reformulation and Fanta Orange now contains 30% less sugar than it did in 2006.

It doesn’t stop there. In 2008 we also switched to using natural colours extracted from carrot and pumpkin to enhance the orange colour provided by the fruit juice. The change involved overcoming challenges to do with colour fading, stability and sourcing of natural ingredients throughout the year. And in 2009 we reformulated again to remove all artificial flavours.

Helping consumers make the right choice
We often go beyond legal requirements for ingredient labelling in order to help consumers make the right choices when considering what they want to drink and whether it’s right for them. For example, we label our energy drink Relentless with a high caffeine warning and provide the amount of caffeine per pack, as required by law. However, we go one step further and voluntarily state that, because it’s a high caffeine drink, it’s not suitable for children, pregnant women or those sensitive to caffeine.

We reduced the sugar content of Fanta and Oasis by 30% and 50% respectively since 2006.

To help consumers make informed choices we’ve included nutritional labeling on our drinks since 2003 and Guideline Daily Amount (GDA) labeling since 2007. We believe GDAs provide a clear, science-based scheme which is now consistently used on many food and drink products.

We added GLACÉAU vitaminwater™ and Abbey Well Mineral Water (now Schweppes Abbey Well) to our product range in 2008.

Changing the ingredients of mass-produced soft drinks is a complex process that can create all sorts of challenges for manufacturers. Despite this, we continually look for ways to lower the sugar content of our drinks while keeping the same great tastes that consumers tell us they love.

36% of our drinks have no sugar or no added sugar.

Low or no-sugar drinks make up 34% of all our sales.

Health, wellness and nutrition facts

We believe GDAs provide a clear, science-based scheme which is now consistently used on many food and drink products.

Leisure channel
We’ll continue to work with leisure channel customers, health agencies and regulators to promote healthy choices in leisure locations such as cinemas and theme parks.

‘Southampton’ colours
By the middle of 2010 we’ll have phased out all six of the artificial food colours linked to hyperactivity in children by the so-called ‘Southampton Study’ in 2007.
Why don’t you market to children? What about your Christmas adverts?

We’re renowned for our marketing and we’re proud to have made many memorable campaigns that have connected with our consumers. We’re also recognised for our forward-thinking approach to responsible marketing and for our transparency.

Our recently launched Responsible Marketing charter sets out guidelines that go above and beyond what is required from government and regulators, ensuring that we continue to set the standard for responsible marketing in our industry.

How and why has Coca-Cola developed its brand image?

Why don’t you market your juices and waters to children?

The questions in this section have been posed by consumers and answered in full by Coca-Cola on our website letsgettogether.co.uk
MARKETING FACTS

Low or no-sugar drinks accounted for 36% of our total sales in 2008.

In 2008 we launched letsgettogether.co.uk, a website that allows people to post questions on our site and have them answered openly and honestly.

We launched our new Responsible Marketing Charter in early 2009.

We established a responsible marketing online network with the International Business Leaders Forum (IBLF) in May 2009.

Responsibility Marketing Charter

We’ve had a long-standing commitment to responsible marketing for many years and in 2009 we set out explicitly what these commitments mean in practice. The Responsible Marketing Charter is a set of principles that guide our entire approach to marketing and establish firm rules for what we should and shouldn’t do. We use independent auditors to check that we’re complying with the principles set out in the Charter. The full text is available on our website: cokecorporateresponsibility.co.uk

Some highlights from the Charter:

We don’t market any drinks to children under 12 because we believe that parents should choose the drinks that are right for their families. We help parents make informed choices through better consumer information.

We will work with an independent consultancy to constantly monitor TV ad placement.

We do not have direct commercial agreements with primary schools and are only in secondary schools by invitation.

We will not associate ourselves with cinema films where the core audience is under 12.

Online marketing is a fast-growing area at the moment, and we want to make sure we’re being responsible here too. With the International Business Leaders Forum, we’ve launched a Responsible Marketing Network online – a network that brings together marketing practitioners to share best practice and solve issues.

Let’s get together

In January 2008 we launched letsgettogether.co.uk, a website where you can ask anything about our drinks, ingredients, marketing, company policies or any other issue and have your questions answered openly and honestly.

Our panel of experts have answered more than 1,300 questions since the site’s launch.

Our freephone Consumer Information Careline (0800 227711) received almost 18,000 calls about our brands and products in 2008. Of these calls around 44% were about product quality and 15% were about ingredients and nutritional information.

Designated Driver

Our ‘Designated Driver’ campaign launched in the UK over Christmas and New Year 2008 in around 2,500 licensed outlets. Endorsed by Think! and the Department for Transport, the campaign rewarded the designated driver for the evening with two free Coca-Cola drinks when they bought one. Posters in the pubs declared male drivers as ‘total heroes’ and female drivers as ‘complete angels’ for helping their friends get home safely and responsibly. Designated Driver will run again over the festive period in 2009, with an increased uptake within the licensed trade.

NEXT STEPS

Consultation

We’ll continue to have a dialogue with consumers and other stakeholders on responsible marketing.

Independent review

We’ll continue to use independent specialist consultancies to monitor our marketing activity for compliance and we’ll share the results.

Continual improvement

We’ll continue to review and improve our responsible marketing policies to keep up with the fast-changing marketing environment.

Designated Driver

With future activity around our ‘Designated Driver’ campaign, CCGB aims to contribute to government efforts to promote responsible attitudes to alcohol in the UK.

1,300

questions answered on letsgettogether.com

18,000

calls fielded on our freephone consumer information careline.
Workplace and community

Does Coca-Cola Great Britain support any particular charities or community projects?

We have a responsibility to both our employees and our communities and we aim to make a positive difference to them. Our guiding principle is that we aim to help young people be the best they can be. We do this through supporting sport and education programmes in the communities that we work. Through our three dedicated education centres, we aim to make a real impact on supporting the education of young people.

Our local Special Olympics football team.

The questions in this section have been posed by consumers and answered in full by Coca-Cola on our website letsgettogether.co.uk
COMMUNITY FACTS

We have supported Special Olympics GB, the charity providing sports training and competition for learning-disabled people, for more than 30 years.

Our Education Centres at our factories won Gold in the Education category of the Food and Drink Federation awards.

Between us, CCE and CCGB contributed over £1.5 million to community projects in 2008.

In 2008, CCE won a Gold Achievement Award from Caravan, the charity that supports workers in the grocery sector.

CONTRIBUTING TO THE COMMUNITY

Every year we contribute to the local communities in which we operate. We do this both through our own investments in the community and through local community sponsorships, charitable donations, employee volunteering and in-kind donations. One of our main aims is to help young people achieve their best through sport and education.

Enterprise Education

As part of our commitment to educating young people about business and enterprise, we’ve established three Education Centres at our manufacturing sites in East Kilbride, Edmonton and Wakefield. The Centres help secondary school students build their knowledge and understanding of the world of work, developing skills like problem solving, teamwork, leadership, financial capability and creativity.

More than 12,000 students from 750 secondary schools come to our centres to learn about business and enterprise every year. In 2008, the Wakefield Education Centre welcomed its 30,000th student and East Kilbride its 15,000th student.

Encouraging active lifestyles

Physical activity is vital to the health and wellbeing of all of us and encouraging young people to be more physically active is a very important part of our community work.

Special Olympics

Special Olympics GB currently has over 8,000 participants with learning disabilities. Everyone who takes part benefits from a volunteer-led programme of sports training and competition to help develop social and life skills.

We provide annual funding for Special Olympics GB through the Coca-Cola Youth Foundation. This supports vital running costs for the charity. In 2008 they also became our first charity partner on our online loyalty website, cokezone.co.uk, where consumers donated thousands of points to turn into sports equipment for Special Olympics athletes.

Grassroots football

Since 2003 we’ve also been sponsors of the Minute Maid Schools Cup, the English Schools Football Association’s official under-13 tournament. With as many as 40,000 boys and girls from over 2,000 schools taking part, it’s become the largest tournament of its kind in Europe.

We also support the Minute Maid Welsh Schools Cup and the Coca-Cola 7’s football tournament in Scotland.

Wayne Rooney’s Street Striker

In July 2008 we launched Coca-Cola Zero Presents: Wayne Rooney’s Street Striker. This was a nationwide competition to find the country’s most skilful street footballers between the age of 14 and 18.

Successful players went head-to-head in front of Rooney over a series of street football challenges, which were shown in three programmes on Sky One. The best player, 16-year-old Travis Beckford, won a once-in-a-lifetime holiday to Rio de Janeiro – the home of street football.

NEXT STEPS

Active lifestyle

We’re working on developing our grassroots and active lifestyle strategy going forward through 2010.

Summer Games

We’re supporting the Special Olympics Great Britain National Summer Games and developing our relationship with them throughout our business.

Expanding education

We’re planning two additional Education Centres in Sidcup and Milton Keynes, which will extend the reach by 8,000 visitors when operational.

30,000 students have visited our Wakefield education centre.

30+ proud supporters of Special Olympics GB for over 30 years.
HELPING OUR PEOPLE BE ALL THEY CAN BE

We make it a priority to treat our people well, help them develop and give them a rewarding working life. To us, this means creating a high performance culture where employees can reach their potential and develop their skills to achieve their career goals.

By providing training and development programmes, on-the-job learning and coaching and feedback, we make sure that everyone who works with us has the resources they need to learn more and build their careers.

In 2008, 2,470 CCE employees took part in the 28 training courses. Between them, they clocked up 35,544 hours of training. On average each employee received 7.8 hours of training. At CCGB the average training spend per head was £1,413. Employees completed a total of 2,504 hours of training during 2008. Many of our programmes take place throughout Europe, which gives employees the chance to network and learn from other colleagues.

THAMES 21 PARTNERSHIP

In 2008, CCGB joined forces with Thames 21, London’s leading waterways charity, to give our employees a chance to do something positive for their local environment and community. Through the partnership, we organise litter-picking sessions along the bank of the river Thames at Hammersmith, which is close to CCGB’s offices. Up to 50 employees take part in each of the sessions, which continue year-round.

CRS IN ACTION

We launched ‘CRS in action’ week at CCE in September 2008. The annual event aims to raise awareness of our corporate responsibility and sustainability work and to help employees to live a more sustainable lifestyle. Events took place at all sites and included health checks and advice, energy efficiency drives and local community clean-ups and volunteering.

A GREAT PLACE TO WORK

In 2009 CCGB was recognised as a Great Place To Work in the official rankings for Great Britain for the first time. Our Great Place To Work programme has brought benefits to many areas of work such as work-life balance and well being initiatives including flexible working and cycle-to-work schemes.

EMPLOYEE INVOLVEMENT AND ENGAGEMENT

At CCE we believe in meaningful and constructive dialogue and have established employee representative groups in our national and local business connection groups. These groups cover all our employees and our national and site joint consultative forums with recognised trade unions. We have a strong track record of working collaboratively with all our representative bodies and are committed to listening to our employees.

Our employee engagement surveys and representative groups help us to gather information across the company and to work with our people to continue our journey to becoming the best beverage sales and customer services company and developing a winning and inclusive culture.

£1.5m

invested in community projects in 2008.
The Coca-Cola Company and its bottlers are among the world’s top purchasers of sugar, citrus juice and coffee. We have a responsibility to support and promote sustainable agriculture – not only because it makes good business sense, but because we believe we should do our part to preserve these resources for generations to come.

Agricultural products are ingredients in most of our drinks and the health of our business largely depends on the health of the agricultural supply chain. We also know that damage to natural resources and challenges faced by rural communities can have a huge impact on agricultural productivity.

**OUR SUPPLIERS**

In Great Britain, we work with more than 410 suppliers – 96% of which are based locally within the UK. Our procurement teams build relationships with our many suppliers to make sure that they are delivering the best value in terms of quality, cost, service and innovation.

We recognise that by providing us with goods and services, our suppliers can have a significant social and environmental impact. We therefore believe in the importance of finding the most sustainable ways of working together.

**SUSTAINABLE AGRICULTURE INITIATIVE (SAI)**

Since 2005, The Coca-Cola Company has been part of the food industry group Sustainable Agriculture Initiative (SAI). As part of this group, we can engage with other stakeholders in the agricultural supply chain, share knowledge and support the development and implementation of international standards for sustainable agriculture.

The Coca-Cola Company also takes part in the SAI Platform Working Group on Fruits, which develops sustainable fruit production practices and improves environmental and socio-economic conditions in fruit-growing communities.

**NEXT STEPS**

**Bottles from by-products**

In 2010, we’re planning to start a global market test to produce some of our bottles using sugarcane by-products.

**Developing relationships**

We are looking at how we can develop strategic relationships with key agricultural stakeholders in Great Britain.

**BETTER SUGAR CANE INITIATIVE**

In 2008 we signed up to the Better Sugar Cane Initiative (BSI) – a global, non-profit initiative that brings together companies, NGOs and other organisations to reduce the environmental and social impacts of sugar cane production. The Coca-Cola Company and WWF are working with the BSI to establish standards, evaluate suppliers and set goals for the purchase of sugar and look for ways of measurably improving water use.

We have also begun working with suppliers to develop a bottle made with by-products of sugar cane production, sourced from Brazil and India. The bottle will be tested in select markets later this year.
Corporate responsibility isn’t just important for our businesses in Great Britain – it’s a global concern. CCGB and CCE are of course part of larger global companies that carry out their own corporate responsibility programmes. Here are just a few examples.

**Joining forces on water conservation**

In 2007, The Coca-Cola Company joined forces with WWF to help conserve and protect freshwater resources throughout the world, including seven of the world’s major rivers.

Water is vital to both WWF and The Coca-Cola Company. Water of course is the main ingredient in every product we make. Safe water also is vital to the sustainability of the communities we serve. WWF’s mission is to conserve nature and to protect natural resources for people and wildlife. Protecting freshwater ecosystems is a top priority in WWF’s work.

**CEO water mandate**

In early 2009, CCE endorsed the CEO Water Mandate of the United Nations Global Compact. By endorsing the CEO Water Mandate, we’re pledging to improve the way we use water in our own operations and our supply chain, as well as committing to working with governments and authorities to promote sustainable water management.

**Refrigerants naturally**

We have been working hard to bring about global changes in refrigeration technology and find alternative, HFC-free refrigeration equipment. Together with the United Nations Environment Programme (UNEP), Greenpeace and McDonald’s, The Coca-Cola Company formed the ‘Refrigerants Naturally’ partnership back in 2004 to promote HFC-free refrigeration technology.

Working within the Refrigerants Naturally partnership alongside many suppliers and experts in the field, we have found that the best alternative to HFC refrigeration is to use CO₂ as a cooling gas. At the 2008 Beijing Olympic Games, all of the refrigeration equipment we used was based on CO₂ and featured our cooler Energy Management System (EMS).

In 2008, The Coca-Cola Company pledged to install 100,000 cold drink coolers and vending machines using CO₂ as a refrigerant throughout the world by the end of 2010. We hope that this will inspire other companies to start promoting and using climate friendly coolers.

**Fighting poverty in Africa**

We believe we can play a part in promoting sustainable wealth creation in Africa by using our expertise and distribution model in ways that are both good for our business and the local communities we serve.

In the next three years we will invest in expanding our network of Manual Distribution Centres. Our goal is to set up 1,300 to 2,000 new, independent distribution centres, which will create between 5,300 and 8,400 new jobs and generate up to $520 million in new revenue for local economies.

We have programmes in other parts of the world to help support wealth and job creation. These include our Pushcarts programmes in Vietnam, Sri Lanka, Laos, Cambodia and Nepal, which have helped more than 4,000 small retailers establish their businesses. In Indonesia our Micro Enterprise Development has benefited 500 low-income families by giving them access to enterprise mentoring from business leaders, low-interest loans and a repayment formula that builds sustainable lending for the community.

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**100,000**

The Coca-Cola has pledged to install 100,000 coolers and vending machines that use CO₂ as a refrigerant.

**5,300**

We aim to create 5,300 to 8,400 new jobs through our Manual Distribution Centres programme.

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*Left* Less than 3% of the world’s water is fresh and most of that is locked up in the ice caps. Credit: iStockphoto.

*Right* Setting up new businesses in Africa as Manual Distribution Centres.
<table>
<thead>
<tr>
<th><strong>COMMISSIONS</strong></th>
<th><strong>ACHIEVEMENTS</strong></th>
<th><strong>NEXT STEPS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Water</strong></td>
<td>Reduce our water-use ratio to 1.5 litres per litre of product.</td>
<td>Achieved a water use ratio of 1.47.</td>
</tr>
<tr>
<td><strong>Energy</strong></td>
<td>Develop a plan to fit energy saving devices and low energy LED lighting on cold drinks equipment.</td>
<td>The Coca-Cola Company has developed and licensed an energy saving device for our coolers called EMS-55 and we have been installing them in our coolers.</td>
</tr>
<tr>
<td><strong>Packaging and recycling</strong></td>
<td>Introduce lightweight 330ml glass bottles.</td>
<td>Using computer-aided design technology, we’ve reduced the weight of the bottle. The new bottle weighs only 210g (down from 263g), making it 20% lighter, slightly shorter and more impact-resistant all at the same time. This new ‘Ultra’ design reduces our use of glass by about 3,500 tonnes per year and cuts our CO₂ emissions by 2,200 tonnes – roughly the equivalent of the emissions of 365 UK homes. We have also reduced the weight of our 500ml PET bottles.</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>Continue to work with regulators to update and renew our marketing codes.</td>
<td>In 2008, CCGB launched our Responsible Marketing Charter. The Charter guides our approach to responsible marketing and reinforces our commitments in this area. It was developed specifically for the market in Great Britain, building on our European and global commitments.</td>
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</tbody>
</table>
Corporate Citizenship is a specialist consultancy advising businesses who seek to improve their social, economic and environmental performance. Coca-Cola Enterprises and Coca-Cola GB have commissioned us to provide external assurance on their 2008 corporate responsibility reporting. Here we provide a commentary on the Corporate Responsibility Review 2008. Our assurance statement is available in Coca-Cola’s full Online Corporate Responsibility Report.

Guided by the principles of the AA1000 Assurance Standard (2003), we consider whether Coca-Cola’s reporting provides a complete view of the business and its activities, covers all the material issues and demonstrates responsiveness to the needs of Coca-Cola’s stakeholders.

PROGRESS IN 2008
We believe Coca-Cola provides an engaging and accessible account of its corporate responsibility performance and commitments. The business demonstrates a strong focus on its most significant or ‘material’ impacts, informed by an independent study involving a robust process of internal and external stakeholder review and analysis. These issues are centre stage in its reporting, addressing important questions such as carbon emissions, packaging waste, water consumption, responsible marketing and nutrition labelling.

The business also demonstrates an understanding of its impacts across the life-cycle of its products. Conducting a carbon footprint exercise, for example, has helped determine how best to tackle carbon emissions and the impacts associated with refrigeration. Coca-Cola’s approach to packaging encompasses not only innovation and product design but also raising awareness among consumers to recycle more.

Coca-Cola Enterprises Ltd. has strong systems in place to measure, monitor and report on the environmental impacts of its operational sites around the country. This has helped the business achieve good progress in improving its energy, water and waste performance, with clear targets moving forward.

LOOKING FORWARD
We believe stakeholders’ understanding of Coca-Cola’s impacts can be strengthened in the following areas.

NUTRITION IN CONTEXT
The materiality assessment identified nutrition as a top-tier issue for the business. Public concern is increasing about the role that diet and nutrition play in health, while the rise in obesity indicates a growing imbalance between calorie intake, energy expenditure and physical activity. Coca-Cola lists a range of initiatives, such as reducing sugar content in its products. To answer completely the challenging questions posed by stakeholders, future reports would benefit from a more in-depth discussion of the issues involved. For example, the report could show the relative contribution of Coca-Cola’s products to typical daily diets.

SUSTAINABLE AGRICULTURE
The report describes work being undertaken at a global level by the parent company on sustainable agriculture. Future reports should demonstrate its importance in the context of UK purchasing (e.g. for raw materials such as sugar) and show how the business intends to address this.

BALANCED REPORTING
The report does well to identify some examples where the complexity and difficulties in implementing corporate responsibility initiatives are acknowledged. We believe stakeholders would benefit from more of this type of discussion. For example, smaller pack sizes can help to achieve portion control, but can lead to higher packaging, water and energy impacts. How does Coca-Cola identify, discuss and manage these kinds of trade-offs and dilemmas?

ECONOMIC IMPACTS AND BUSINESS CONTEXT
For a complete picture of social, environmental and economic impacts, it is helpful for stakeholders to understand the financial performance of the business and the challenges in the wider market in which it operates such as regulatory pressures, rising raw material costs, competitive pressure on prices and trends in consumer spending. Future reports could do more to reflect this wider context and the challenges it poses for business and sustainability strategies.
Offering increased choice to consumers

In Great Britain we manufacture and market a wide range of drinks. Our sparkling soft drinks include well-known brands like Coca-Cola, Diet Coke, Coca-Cola Zero, Sprite and Fanta, as well as Oasis still fruit drinks, the isotonic sports drink Powerade and Abbey Well water. We also own the Schweppes product range, Relentless energy drinks and the newly launched range of GLACÉAU vitaminwater™.

Coca-Cola Enterprises also manufactures and distributes some products for other brand owners. These include Capri-Sun, Monster energy drinks and the Appletiser, Pearitzer and Fruitizer range of sparkling fruit juices.

All our drinks come in a variety of packaging formats – aluminium cans, glass and plastic bottles – and portion sizes from 150ml cans through to 2 litre bottles. A selection of sizes and drinks are shown here.
Our business in Great Britain is made up of two separate companies with different roles. Together, these companies manufacture, distribute and market our range of drinks. The companies are Coca-Cola Great Britain (CCGB), which is a wholly owned subsidiary of The Coca-Cola Company and Coca-Cola Enterprises Ltd (CCE), which is part of Coca-Cola Enterprises Inc. These two companies form our business in Great Britain, which we call ‘The Coca-Cola System’.

To find out which areas of corporate responsibility are the most important for us to deal with, we carried out an assessment to prioritise our key issues in early 2009. The assessment identified a total of 15 issue areas and this review is structured around the top six issues.

The information in this review includes data up to 31st December 2008. Some information on our projects and initiatives goes up to June 2009. We have commissioned Corporate Citizenship to provide independent external assurance of our reporting. A commentary is provided in this Review, the full assurance statement will be available online.

This review is a summary of our full report, available online at cokecorporateresponsibility.co.uk. The full report follows the Global Reporting Initiative guidelines and our GRI index is available online.