

## **Media Release**

7 July 2017

### **COCA-COLA AMATIL LIMITED - RECENT MEDIA REPORTS**

Following recent media reports surrounding matters pertaining to Coca-Cola Amatil ("Amatil", ASX: CCL), its customers and portfolio products, Amatil issues this Media Release.

Coca-Cola No Sugar is the largest launch of a new Coca-Cola in the Australian market since Coke Zero was introduced over a decade ago in 2006.

Coca-Cola No Sugar responds directly to increasing consumer demand for greater range in low kilojoule beverage options. Extensive consumer research indicates that Coca-Cola No Sugar is preferred by Coca-Cola Classic drinkers to Coke Zero, and equally liked by Coke Zero drinkers. Amatil is very confident in the role that the variant will play in the Coca-Cola brand and its appeal to the Australian consumer.

Coca-Cola No Sugar has been rolling out since mid-June across Australia. Already major supermarkets (including Coles and IGA), convenience stores, quick service restaurants and food outlets have made space for this great new product on their shelves and in their menus. At this time Woolworths has chosen not to range Coca-Cola No Sugar.

The launch of Coca-Cola No Sugar is supported by an extensive media campaign and an unprecedented level of sampling across the market, with 2 million samples being distributed to build brand awareness and recruit new consumers.

Early market indications, consistent with pre-launch consumer research, are supporting what we have anticipated, that Coca-Cola No Sugar will be a much-loved product with thousands of consumers already taking up their free samples from Coles, McDonald's, 7-Eleven and others.

In relation to Domino's decision not to renew their product supply arrangement with Coca-Cola Amatil, while we are always disappointed when customers choose not to make our products available to their consumers, we respect their decision to do so. Our great range of globally iconic brands and local favourites are still available across the majority of quick service restaurants in Australia.

Neither of these decisions are material to the performance of the Coca-Cola Amatil Group.



Coca-Cola Amatil Limited  
ABN 26 004 139 397

**For further information:**

**Media**

Liz McNamara  
Mobile: +61 405 128 176  
Email: [liz.mcnamara@ccamatil.com](mailto:liz.mcnamara@ccamatil.com)

**Investor Relations**

David Akers  
Mobile: +61 412 944 577  
Email: [david.akers@ccamatil.com](mailto:david.akers@ccamatil.com)

---

**ABOUT COCA-COLA AMATIL**

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 14,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to around 300 million potential consumers through more than 950,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders.

**For more information, visit [www.ccamatil.com](http://www.ccamatil.com)**