

Brand Facts: Coca-Cola Zero™

Real Coca-Cola® Taste. Zero Calories.

COCA-COLA ZERO™

A brand that delivers real Coca-Cola® taste with zero calories. Bold, edgy and unconventional, it's wildly popular among young adults. A special blend of sweeteners refreshes with great Coca-Cola® taste. It can help you boost your beverage sales by offering what younger consumers are thirsting for.

DID YOU KNOW...

- Volume has grown by double digits for the last two years¹
- Trial and repeat volumes are growing strong, especially among men 16-24
- It's the lead brand for NCAA®, NASCAR and football

TARGET AUDIENCES

Coke Zero™ appeals to younger consumers in two target groups:

- Primary: males 16-24
- Secondary: young adults 15-17

FEATURES & BENEFITS

- First zero-calorie cola to taste like real Coca-Cola®
- Real Coca-Cola® taste with zero calories
- Coke Zero™ is popular with younger consumers

Increase your beverage sales by zeroing
in on young adults and men 16-24

¹Source: ASR bottler sales data



Brand Facts:
COCA-COLA ZERO™

**REAL *Coca-Cola* TASTE
AND ZERO CALORIES**

Coca-Cola Zero™ quenches consumers' thirst for real Coke® taste with zero calories. Add Coke Zero™ to satisfy more customers' taste needs and boost beverage sales.



Your potential profits

**Average retail
per unit:**



**Average cost
per unit:**



Profit per unit:



**Number of units
per year:**



Annual profit:

