



INNOVATION AT COCA-COLA

Nele Normak

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COMMITMENT BY COCA-COLA

- Reduce sugar
- Evolve recipes
- Different drinks
- Convenient packages
- No advertising targeted to children under 12

INNOVATION JOURNEY

- 1886 Coca-Cola



- 1982 Coke Diet, Coke Light



- 2004 Coca-Cola Zero



- 2013 Coca-Cola Life





SUGAR REDUCTION IN BEVERAGES

REDUCTION OPPORTUNITIES

- Using innovative ingredients
- Traditional sweeteners
- Stevia

HOW COCA-COLA USES STEVIA



STEVIA IN COCA-COLA

- Mix to achieve the best taste (sugar + stevia*)



- 30% less calories and sugar
- Stevia cannot cover full sugar content



* Steviol glycoside

CONCLUSIONS



IMPORTANT FOR CONSUMER

- Clear facts /Nutrition information

TOITUMISALANE TEAVE		
	100 ml	250 ml (%*)
Energiasisaldus:	180 kJ / 42 kcal	450 kJ / 105 kcal (5%)
Rasvad:	0 g	0 g (0%)
millest		
küllastunud rh:	0 g	0 g (0%)
Süsivesikud:	10,6 g	27 g (10%)
millest suhkrud:	10,6 g	27 g (29%)
Valgud:	0 g	0 g (0%)
Sool:	0 g	0 g (0%)



TOITUMISALANE TEAVE		
	100 ml	250 ml (%*)
Energiasisaldus:	0,9 kJ / 0,2 kcal	2,3 kJ / 1 kcal (0%)
Rasvad:	0 g	0 g (0%)
millest küllastunud rh:	0 g	0 g (0%)
Süsivesikud:	0 g	0 g (0%)
millest suhkrud:	0 g	0 g (0%)
Valgud:	0 g	0 g (0%)
Sool:	0,02 g	0,05 g (1%)



- Sweeteners are smart and safe alternatives to sugar

