

February 26, 2014



Diet Coke® Launches Diet Coke FROST – First Frozen Product Offering in Brand’s History

No. 2 Beverage in U.S. Has a New Product Now Available as Low-Calorie Frozen Carbonated Beverage; Nationwide Launch Coming in May

ATLANTA--(BUSINESS WIRE)-- Warning! A nationwide “frosting” is about to hit the United States, and its cool taste will keep Diet Coke fans chattering well past the winter months.

Diet Coke FROST Cherry will be available as a Slurpee(R) exclusively at 7-Eleven stores starting today with broader availability at other retailers by the end of May. (Photo: Business Wire)

Diet Coke, the No. 2 beverage in the U.S., is introducing a new product, Diet Coke FROST. A great

tasting, low-calorie frozen carbonated beverage, this is the first frozen offering in the brand’s 31-year history. Diet Coke FROST has natural cherry flavor to deliver a refreshing uplift. Each 20-ounce serving has 30 calories and 12 grams of carbs.

Diet Coke FROST Cherry as a Slurpee® will be available exclusively at 7-Eleven locations nationwide Feb. 26, 2014. As the weather starts to warm up Diet Coke FROST will ring in the much anticipated spring temperatures with broader availability. Look for Diet Coke FROST at frozen carbonated beverage machines at other retailers across the country at the end of May.

“Diet Coke FROST is a great-tasting, refreshing uplift for any time of day,” said Stuart Kronauge, General Manager, Sparkling Beverages, Coca-Cola North America. “Providing fans with yet another way to enjoy their favorite beverage demonstrates why Diet Coke continues to be the No. 2 beverage in the U.S. Exclusively partnering with 7-Eleven for the debut of Diet Coke FROST brings this innovation to people nationwide in a setting famous for delivering frozen perfection.”

“Customers turn to 7-Eleven for our iconic Slurpee beverages, which is how America can first experience Diet Coke FROST,” said Nancy Smith, 7-Eleven’s Senior Vice President of Fresh Foods and Proprietary Beverages. “In addition to exclusively carrying the Diet Coke FROST beverage, we’re also offering fans a coupon to try it for free from our 7-Eleven app.”

People can download the free 7-Eleven mobile app for iPhone or Android platforms [here](#). A coupon for a free small Diet Coke FROST Cherry is available through the savings section of the app. Valid while coupon supplies last.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still [brands](#). Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-

dollar brands including [Diet Coke](#), [Fanta](#), [Sprite](#), [Coca-Cola Zero](#), vitaminwater, [Powerade](#), [Minute Maid](#), Simply, Georgia and [Del Valle](#). Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, [healthy living](#), create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit [Coca-Cola Journey](#) at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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