

vitaminwater Introduces Two New Flavors and Innovative Reformulation of Zero Sugar Lineup

'with love' and 'forever you' Spark 2023 Evolution of Brand's "Nourish Every You" Campaign

ATLANTA--(BUSINESS WIRE)-- Today, vitaminwater® announced the addition of two new flavors - 'with love' and 'forever you' - to its zero sugar lineup, plus an innovative reformulation for all six zero sugar flavors. The new zero sugar reformulation offers our latest sweetener formula that includes monk fruit and stevia in addition to added vitamins and nutrients. The products are now available nationwide at mass retailers, grocery stores and convenience stores.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20230307005796/en/>



vitaminwater adds 'with love' and 'forever you' to its new, reformulated zero-sugar lineup

The new flavors serve as an extension of vitaminwater's promise to 'nourish every you.' Inspired by the notion that multiple sides of "you" have needs, vitaminwater encourages individuals to nourish each and every one. Whether your body, your emotions, or your complexities, vitaminwater has something in its suite of products to celebrate your multifaceted self.

Joining vitaminwater's zero-sugar rainbow of flavors, 'with love' and 'forever you' provide new nutrition that can add positivity for each of your "yous":

- **'with love'** is delightfully infused with raspberry and dark chocolate for a unique taste. The nutrient-enhanced water beverage features a liquid boost of magnesium (85mg) to help support heart health and 100% antioxidant vitamin C alongside vitamin A (25%) and vitamin E (30%).
- **'forever you'** contains tropical

coconut lime flavors with white curcumin (18mg) alongside 100% antioxidant vitamin C, vitamin A (25%) and vitamin E (30%). Both drinks are a great source of vitamin b3, vitamin b5, vitamin b6, and vitamin b12. For full nutritional details, visit vitaminwater.com.

"By leveraging extensive consumer and beverage technology data, we were able to reinvent the zero-sugar lineup with an innovative new formula and add two delicious new flavors to the line-up so people can nourish even more sides of themselves," said Tiphanie Maronta, Group Director, Innovation & vitaminwater.

The new innovations come on the heels of an ambitious marketing campaign that was launched in the summer of 2022 featuring global superstar, Lil Nas X. 2023 will feature exciting consumer engagement touch points as well as eye-catching creative content in partnership with Lil Nas X to evolve their iconic partnership. To stay up to date with the exciting elements of this year's 'nourish every you' campaign, fans can follow vitaminwater on [Twitter](#), [Facebook](#), [Instagram](#), and [TikTok](#). For more information about vitaminwater, visit vitaminwater.com.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20230307005796/en/>

For media inquiries:

press@coca-cola.com

Source: The Coca-Cola Company