



COCA-COLA FOODSERVICE MEETS RESTAURANT OPERATORS' JUICE NEEDS WITH ODWALLA, SIMPLY ORANGE, MINUTE MAID AND MORE

ATLANTA (May 17, 2008) – Coca-Cola FoodService's wide portfolio of beverages offers restaurant operators countless choices to offer their customers, and the juice category is no exception.

"From high-volume equipment to single serve options, our juice portfolio meets consumers' needs," said Jim Dinkins, vice president of marketing for Coca-Cola FoodService. "We realize that consumers want wellness beverage alternatives, which is why we strive to offer customers more choices than our competitors in all categories, including juice."

The following products and equipment will be on display at the Coca-Cola booth during the 2008 NRA Show:

Odwalla

Odwalla began with three friends, a few boxes of oranges and a simple vision: make great juice, do good things for the community and build a business with heart. Today, more than 25 years later, Odwalla is still doing just that – and now many of the beverages are available for consumers to enjoy and for restaurant operators to have a branded, premium juice line to offer their guests. Odwalla® is available in 450 ml plastic bottles in more than a dozen flavors, from the classic orange juice – 100 percent pure squeezed, world class orange juice bursting with vitamin C – to Odwalla Superfood, a fruit juice drink that is smooth, sweet, bold and a great concoction of vital micronutrients from vitamins to essential minerals.

Simply Orange® Juice Singles

The new Simply Orange® Juice single-serve packages help operators generate incremental incidence and volume with a premium-quality, premium-priced beverage. Simply Orange Juice singles offer the same not-from-concentrate orange juice enjoyed at home. For great refreshment there's also Simply Limeade® and Simply Lemonade®. Available now, the drinks are packaged in a 400 ml (13.5-ounce) plastic carafe.

Minute Maid®

Minute Maid's fruit juices offer superior taste and value to consumers while continuing to be the number one single-serve juice brand. Minute Maid gets the best out of fruit so consumers get the best out of life. Available in 10-oz. and 15-oz. PET bottles, juices include orange, apple, pineapple orange, cranapple raspberry, crangrape and ruby red grapefruit.

-more-

Later in 2008, Coca-Cola FoodService will introduce Minute Maid Grovestand, a 100 percent not from concentrate (NFC) orange juice that offers consumers the juice they love in retail stores in a package that is perfect for foodservice settings. Minute Maid Grovestand will come in an easy-to-handle, 10-oz. table-top package that consumers know and like.

Minute Maid Juice Dispenser

The Minute Maid Juicer, available in both two-valve and four-valve models, is a front-loading, frozen concentrate juice dispenser that delivers consistent, high-quality ice-cold juices and juice drinks. This juicer is reliable and easy to use, while accommodating various glass sizes and shapes, including pitchers and carafes. Other features include: ratio controlled valves; integrated current MinutePak[®] packaging technology; key lock with flush position and more. The juice dispenser is manufactured exclusively for Coca-Cola North America by Lancer Corporation.

Coca-Cola FoodService's juice portfolio will be showcased at the NRA convention at the Coca-Cola FoodService Booth -- #2003 South Hall.

###