



Front-of-Pack Energy Labelling

The Coca-Cola Company recognizes the uniqueness of consumers' lifestyles and dietary choices. We provide a broad portfolio of beverages and package sizes to meet consumers' refreshment, enjoyment, nutrition and hydration needs. To enable consumers to make informed dietary decisions, we are the first company in the beverage industry to make a global commitment to place energy information on the front of nearly all product packages. Our aim is to provide visible, clear and easy-to-understand energy information for consumers to make sensible dietary choices.

From early 2011, Coca-Cola is launching the "Front-of-Pack Energy Labelling" on its products in Hong Kong, which highlights the energy level in existing nutrition label. This development means that Coca-Cola is making energy information even more visible to help consumers understand the nutritional value of beverages and make smart dietary choices.

Additional nutrition information:

Package Sizes	Products <u>below 500mL</u>	Products <u>at or above 500mL</u>
Reference Unit	Per pack	Per serving (250mL)
Front-of-Pack		
Energy (Calories)	Calories <ul style="list-style-type: none"> • Level (per reference unit) • Percentage of Chinese Nutrient Reference Value* (NRV) • Per 100mL 	
Back-of-Pack		
Nutrition Information	Sugars** <ul style="list-style-type: none"> • Amount (g) Fat <ul style="list-style-type: none"> • Amount (g) • Percentage of Chinese NRV Sodium <ul style="list-style-type: none"> • Amount (mg) • Percentage of Chinese NRV 	

* Nutrient Reference Value (NRV) is derived for nutrition labelling purposes in reference to the recommended intake levels of various nutrients. The NRV is based on a daily 2,000-kcal diet. Chinese NRVs are more applicable for people in Hong Kong and the mainland, as they are developed for Chinese people.

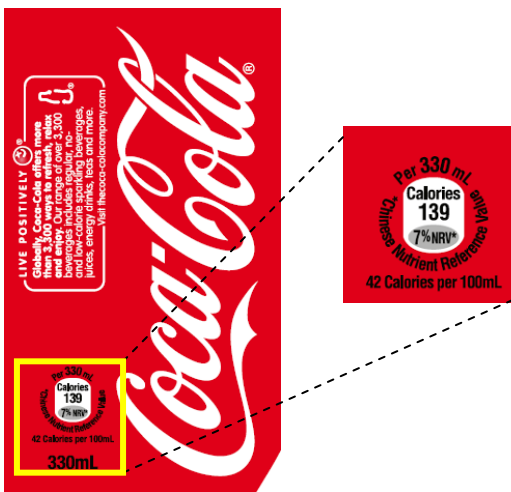
** Chinese NRV for total sugars has not been established.

How to read the “Front-of-Pack Energy Labelling”?

Products below 500mL

Example: “Coca-Cola”[®] 330mL Can

New front-of-pack label



- Per 330mL package of “Coca-Cola”[®]:
 - ❖ Energy: 139 kcal
(7% Chinese NRV)
- Per 100mL: 42 kcal
(easy comparison with other food and beverages)

Supplement to existing back-of-pack label



- Per 330mL package of “Coca-Cola”[®] :
 - ❖ Sugars: 35g (no Chinese NRV for sugars)
 - ❖ Fat: 0g (0% Chinese NRV)
 - ❖ Sodium: 13mg (1% Chinese NRV)

Products at or above 500mL

Example: "Coca-Cola"® 500mL Bottle

New front-of-pack label



Supplement to existing back-of-pack label



- Per 250mL serving size of "Coca-Cola"® :
 - ❖ Energy: 105 kcal
(5% Chinese NRV)
- Per 100mL: 42 kcal
(easy comparison with other food and beverages)

- Per 250mL package of "Coca-Cola"® :
 - ❖ Sugars: 26.5g (no Chinese NRV for sugars)
 - ❖ Fat: 0g (0% Chinese NRV)
 - ❖ Sodium: 10mg (1% Chinese NRV)