

# Coca-Cola Holiday Cans

## 12 OZ. Can Fact Sheet

This holiday season, Coca-Cola refreshed the can designs on some of our most popular brands. These designs feature symbols that remind us of what the holidays and Coca-Cola are all about: ice cold refreshment and spending time with family and friends. The facts below highlight some of the key visual elements that clearly distinguish these new holiday cans from one another.

When looking at the labels on these cans, consumers should look for the following:

### PHASE I (Nov. 1 – Dec. 2): COCA-COLA WHITE “ARCTIC HOME” 12 OZ CAN



- Cans have **all-white** background, highlighted by the iconic “Coca-Cola” trademark written in red script.
- Features silver images of **polar bears**.
- Contains iconic “Coca-Cola” script printed in red beneath the bears at the bottom of the can.
- Contains a Front-of-Pack calorie label that says 140 calories per can.

### PHASE II (Dec 2. – Feb 2012): COCA-COLA RED “ARCTIC HOME” 12 OZ CAN



- Cans have an **all-red** background, highlighted by the iconic “Coca-Cola” trademark written in white script.
- Features **white** images of **polar bears**.
- Contains a **Front-of-Pack calorie label** that says 140 calories per can.

### DIET COKE “HOLIDAY” 12 OZ CAN



- Cans have all **silver** background, highlighted by the iconic “Diet Coke” trademark, with “Diet” written in black script and “Coke” written in red block font.
- Features images of **snowflakes** – one small white snowflake and one large dark silver snowflake.
- Says “DIET COKE” printed in black beneath the small white snowflake at the bottom of the can.
- Contains a **Front-of-Pack calorie label** that says “0 calories per can”.

## Coca-Cola Holiday Cans

### 7.5 OZ. Mini Can Fact Sheet

This holiday season we turned our red regular 7.5 OZ Mini Coke cans white for a limited time to help raise awareness about the polar bear. For consumers who are used to identifying Coke Mini cans by our traditional red cans, we've highlighted some key visual elements below that clearly distinguish these new white Mini Coke cans from our silver 7.5 OZ Mini Diet Coke cans.

When looking at the labels on these cans, consumers should look for the following:

#### COCA-COLA "ARCTIC HOME" 7.5 OZ MINI CAN



- Cans have **all-white** background, highlighted by iconic "**Coca-Cola**" trademark written in red script.
- Can features images of silver **polar bears**.
- Contains iconic "**Coca-Cola**" script printed in red beneath the bears at the bottom of the can.
- 8 packs are packaged with a red band clearly stating "**Coca-Cola RED CANS TURN WHITE**". Coca-Cola is written in iconic script.
- Contains a **Front-of-Pack calorie label** that says 90 calories per can.

#### DIET COKE 7.5 OZ MINI CAN



- The Diet Coke mini cans are decorated with the **bold cropping of the Diet Coke** Trademark, focusing on the large "D" and "K" in the logo. The bold trademark **graphics run vertically** up the can in black and red against a **silver background**.
- The full Diet Coke trademark is clearly placed on the can written in **silver**.
- Diet Coke mini cans have a **Front-of-Pack calorie label** of "0 calories per can".