

2020 VISION

We see a world filled with opportunities that range from doubling our system revenues by 2020, to developing new beverage products that meet consumers' evolving preferences and needs, to making a positive difference in the communities in which we operate. Our 2020 Vision is the roadmap for converting these long-term aspirations into reality. It provides business goals that outline what we need to accomplish together with our global bottling partners, customers and consumers in order to achieve sustainable, measurable growth.

BELOW ARE OUR 2020 VISION GOALS, WHICH WILL HELP GUIDE US TO ACHIEVE SUCCESS THROUGHOUT THE COCA-COLA SYSTEM.

PEOPLE

Be a great place to work.

PARTNERS

Be the most preferred and trusted beverage partner.

PROFIT

More than double system revenues while increasing system margins.

PORTFOLIO

More than double our servings to over 3 billion a day and be No. 1 in the NARTD beverage business in every market and every category that is of value to us.

PLANET

Be a global leader in sustainable water use, packaging, energy and climate protection.

PRODUCTIVITY

Manage people, time and money for greatest effectiveness.

WANT MORE? USE YOUR SMARTPHONE* TO SCAN THE BARCODES BELOW:

The *2010 Year in Review* on the web:



The *2010 Annual Review* PDF:



A Short History of The Coca-Cola Company PDF:



* Some smartphones will require the installation of a reader to scan the barcode. Please visit the app menu on your device for instructions on how to download the free software.