



COCA-COLA FOODSERVICE LETS OPERATORS TAP INTO NEW PROFIT AND NEW FLAVORS WITH MINUTE MAID® SMOOTHIES

New shelf-stable and non-fat yogurt smoothies expand beverage occasion opportunities for customers

ATLANTA (May 17, 2008) – Smoothies are growing rapidly and Coca-Cola FoodService can help restaurant operators take advantage of this beverage opportunity.

The U.S. smoothie market was worth \$2 billion in 2006, and category is projected to grow 10 per cent per year between 2007 and 2011.* Coca-Cola FoodService's Minute Maid Smoothies are a great way for operators to get into the category.

"Smoothies open up new beverage occasions for restaurant operators who were previously focused on traditional dayparts," said Bryan Foley, senior commercialization marketing manager for Coca-Cola FoodService. "Both breakfast and PM snack are growing, and smoothies are the perfect offering for those occasions. And now that Coca-Cola FoodService has a shelf-stable smoothie and a non-fat yogurt line, we are offering products that will appeal to even more of our customers' guests."

High-quality Minute Maid Smoothies offer six real fruit mixes with strawberry, raspberry, peach, mango, banana and strawberry-banana flavors. Minute Maid Smoothies also offer a dairy-based vanilla ice cream flavored beverage mix. All of the smoothies deliver a great tasting product, without the mess of made-from-scratch alternatives. Operational ease and less hassle for crew members are key benefits of Minute Maid Smoothies, and they're made with Minute Maid products that contain real juice. Since most smoothie consumption is off premise (72 percent), Minute Maid Smoothies -- available now -- are the perfect solution for the on-the-go consumer.

A new line of shelf-stable Minute Maid Smoothie mixes will soon be available, as well. The shelf-stable smoothies give operators even more flexibility, since the product does not need to be frozen. Shelf-stable smoothies will be available July 1 and initial flavors will include strawberry, strawberry banana and mango.

The Minute Maid non-fat vanilla yogurt smoothie will be available after August 1. A fat-free version of the vanilla ice cream flavor Minute Maid Smoothie, the non-fat vanilla yogurt smoothie contains less butterfat and adds a lower-calorie option for restaurant operators.

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Coca-Cola FoodService's Minute Maid Smoothies will be showcased at the NRA convention at the Coca-Cola FoodService Booth -- #2003 South Hall.

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* Mintel info