



INTRODUCING THE NEW WORLD OF COCA-COLA

Facts at a Glance

Overview

The NEW World of Coca-Cola®, in the heart of downtown Atlanta, is the only place where visitors can explore the complete story – past, present and future – behind the world’s best-known brand.

An Enhanced Experience

- More than 1,000 artifacts from around the world that, until now, have never been displayed to the public
- Interactive exhibits that provide guests with an engaging way to learn about the history of Coca-Cola
- 92,000 sq ft facility with more than 60,000 sq ft of guest areas
- Guest visit estimated to average 90 minutes
- Self-directed guest experience with direction from ambassadors and a variety of media

Room-by-Room Elements:

Lobby

Guests will enter the NEW World of Coca-Cola through an area designed to look like a large block of ice that encases a 30-foot bottle of Coca-Cola visible from the exterior. The lobby features a dramatic water wall that includes portraits of people from all over the globe.

- **Folk Art Bottles:** The centerpiece of the lobby is a collection of oversized Coca-Cola “folk art” bottles from several countries including China, Argentina and others. The bottles were created by artists from around the world as part of an exhibit sponsored by The Coca-Cola Company and were displayed to the public during the 1996 Summer Olympics, held in Atlanta, Georgia. Each bottle is handcrafted with materials and symbols that reflect the country it was designed to represent.

Coca-Cola Loft (Pre-Show)

The attraction’s pre-show area features a treasure trove of international Coca-Cola artifacts from yesterday and today. Specific items include:

- “Barefoot Boy,” an original Norman Rockwell oil painting that was created for a Coca-Cola calendar in 1931
- A collection of Coca-Cola print and outdoor advertisements from across time and around the world, including:
 - 1933 Coca-Cola print ad featuring Clark Gable and Joan Crawford
 - Sign that graced The Coca-Cola Company headquarters building in Atlanta from 1919 through the 1979
 - Billboard from the company’s 2006 Coke Side of Life campaign from Germany featuring the Happiness Factory characters
 - A basketball backboard and net promoting the 2007 NCAA Final Four tournament

The Happiness Factory™ Theater (opening theater)

The 224-seat theater features an 8-minute animated film “Inside the Happiness Factory” that provides a look at the magic that goes into every bottle of Coca-Cola. Some of the character voice-overs are actual Coca-Cola employees. The film is inspired by “The Happiness Factory,” the highest rated global spot that the Company has ever tested.

Portrait Wall

Larger-than-life portraits of people from around the world are featured along an entire wall in the central hub. Audio wands allow visitors to hear in the words of those pictured how they have been touched by Coca-Cola through community-based programs. The wall showcases stories including environmental projects in India, HIV/AIDS education programs in Africa, youth soccer initiatives in Mexico and many more.

Milestones of Refreshment

Display galleries bring major milestones in The Coca-Cola Company's history to life through artifacts, interactive games and video. Highlights include:

- An original 1880s soda fountain made of marble and onyx that recreates the experience of having a Coca-Cola at the turn of the century
- Touch screen display where guests can attempt to recreate the iconic Coca-Cola logo
- 1939 yellow Coca-Cola delivery truck from Argentina
- The first prototype "contour" bottle manufactured by the Root Glass Company. It is one of only two that are known to exist
- Coca-Cola was the first sparkling beverage served in outer space. The exhibit features an original can from that first trip on board the space shuttle in 1985
- Olympic torches from all Olympic Torch Relays sponsored by The Coca-Cola Company
- An Oscar statue from for the 1982 Best Picture presented to The Coca-Cola Company during a time that the Company owned Columbia Pictures studios

Bottleworks

The attraction features a real, functioning bottling facility. Guests will have the opportunity to wander through the bottling plant via a glass tunnel. A "ghost" image will appear on the walls to explain what's happening behind the glass. At the end of their experience, guests will be invited to pick-up a collectors-edition bottle of Coca-Cola from the tasting lounge located upstairs.

- Bottleworks will produce about 1 million bottles of Coca-Cola in its first year of operation
- Bottleworks can produce up to 20 bottles per minute, and up to 1,200 bottles per hour
- A typical large bottling facility can produce more Coca-Cola products in one day than will be produced at the New World of Coca-Cola in a year
- It takes 45 seconds for empty bottles that enter the filler machine to be filled and capped
- A key member of the Bottleworks team is a robot that places and packs bottles to start each cycle of production

Secret Formula 4D Theater

The 4D Theater short film "In Search of the Secret Formula" follows an eccentric scientist and his assistant on their quest to uncover the secret behind the success of Coca-Cola. The film is enhanced with seats that move and other special effects that pull guests into the story.

Pop Culture

The Pop Culture gallery provides a look at how celebrities and everyday people from around the world have interpreted the brand through art. Special features include:

- Artwork from renowned artists such as Andy Warhol, Howard Finster and Haddon Sundblom
- A station where guests can create their own pop art using Coke iconography. Guests can then email the creation to friends and family or have them printed out for purchase in the retail store
- "My Coke Story" offers an opportunity to read stories that previous guests have left behind and also a chance to leave your own
- Section devoted to the Coca-Cola Collector, which features a 5 minute video (directed by acclaimed documentary filmmaker, D.A. Pennebaker) that delves into the collector's world

Perfect Pauses (Advertising) Theater

The advertising theater features three short films that capture the magic of Coca-Cola advertising:

- "Magic Moments" – This 10-minute documentary that showcases and provides behind-the-scenes information about some of the most memorable television commercials for brand Coca-Cola throughout the years. Favorite Coca-Cola commercials such as "Mean Joe Greene" and "Hilltop" will be featured, along with lesser known spots and examples from recent campaigns

- “International Festival” – The film features current advertising for Coca-Cola from around the world, as well as a variety of other brands marketed by The Coca-Cola Company. Intended to be regularly updated, this program features spots that convey a real sense of place, and includes ads that you would never see on American television
- “Animation Celebration” – Whether featuring a red-cheeked Santa, playful polar bears or dancing bubbles, Coca-Cola has a long tradition of innovative animation techniques in its advertising. This ten-minute film is a mini-animation festival, a special gift for our guests that celebrates the playful side of the world’s best-loved brand

Taste It!

A special highlight of the New World of Coca-Cola experience is a contemporary tasting lounge featuring 70 beverages available at tasting stations arranged by continent dispensed through 120 valves. In addition there will be a sampling counter that will feature a rotating selection of teas, waters and other new beverages.

Timeline

- **1990:** The WOCC is established at Underground Atlanta as an attraction dedicated to the heritage of The Coca-Cola Company
- **2000:** By 2000, The Coca-Cola Company accumulates approximately 20 acres of land in downtown Atlanta
- **2002:** The Coca-Cola Company announces plans for development of the land to help spur ongoing revitalization of downtown Atlanta
- **2002:** The Coca-Cola Company donates nine acres of this land to the Georgia Aquarium. The Company commits to design and build a new WOCC to be located with the Georgia Aquarium on the site
- **2003:** Georgia Aquarium construction begins
- **2004:** Renderings for new WOCC are revealed
- **2005:** WOCC construction begins
- **2005:** The property for the new WOCC and the Georgia Aquarium is dedicated to John S. Pemberton, inventor of Coca-Cola
- **2005:** Georgia Aquarium opens
- **2006:** The Coca-Cola Company donates 2.5 acres to the City of Atlanta for a human rights center at Pemberton Place
- **2007:** The new WOCC scheduled to open on May 24, 2007 at Pemberton Place

Location/Contact Information

Pemberton Place
121 Baker Street
Atlanta, GA 30313

1-800-676-COKE
www.worldofcoca-cola.com

Hours of Operation

- The attraction is open 7 days a week, from 9 a.m. through 5 p.m. (and 8 a.m. to 6 p.m., June through August).
- The building will be closed in observance of national holidays including, Easter, Thanksgiving and Christmas.

Cost of Admission

- General admission ticket prices are \$15 for adults; \$13 for seniors (ages 55 and up) and \$9 for youth (ages 5-12); toddlers are admitted free with an accompanying adult. Discounted tickets available for purchase online.