



The Coca-Cola Company

To: Fredricka Whitfield

From: Jacqueline S. Scibetta

INDUSTRY-LEADING GOAL TO BOOST ITS USE OF REUSABLE PACKAGING

March 8, 2022

Hi Fredricka! Coca-Cola is announcing an industry-leading goal to significantly boost its use of reusable packaging and the effect it has on the environment. As the global footprint humans are creating continues to enlarge, it is our job as a beverage company to take action to protect the state of our environment. As an Atlanta-based network, we would like to offer you an exclusive interview with our CEO, James Quincy, to give you the opportunity to learn more about what our company stands for and how we plan to reduce our carbon footprint.

James Quincy, along with all Coca-Cola employees, recognizes the importance of the state of our environment and how we all play an effect. With initiatives to create a cleaner planet, we have created a goal that by the year 2030, the Coca-Cola company aims to have at least 25% of all beverages globally across our portfolio of brands sold in refillable/returnable glass or plastic bottles, or in refillable containers through a traditional fountain or Coca-Cola Freestyle dispensers.

In order to bring people together and create a debris-free environment, we will announce our industry-leading use of reusable packaging at our media briefing which will be held on Thursday, March 10, 2022, at Coca-Cola's headquarters located in Atlanta, Georgia, at 1 Coca Cola Plz. We invite you, Fredricka Whitfield, our favorite Atlanta reporter, to attend this media briefing along with an exclusive interview with our CEO shortly after.

Coca-Cola greatly admires the work you have done, especially covering the Olympic Park bombing in Atlanta and the manhunt for bomber Eric Rudolph. As an Atlanta-based company, that bombing affected us directly and no one could have covered it better than you. This is why as a company, we believe so strongly in your values and initiatives. We hope that you can consider interviewing us and covering our story. Thank you for your consideration and time, we look forward to hearing from you.

Sincerely,

Jacqueline S. Scibetta

Director of Public Relations

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