



TASTE THE FEELING™

September 12, 2018

More design variations to
the popular area-exclusive bottles!
Niigata, Shonan, Hida-Takayama, Osaka, and Hakata
versions of the Coca-Cola Slim Bottle Regional Design
to be released on Monday, October 1
Tokugawa design with the “triple hollyhock” crest also to be
released on the same day.

Coca-Cola Bottlers Japan Inc. (Head office: Minato-ku, Tokyo; President: Tamio Yoshimatsu) will on Monday, October 1, 2018 release Niigata, Shonan, Hida-Takayama, Osaka, and Hakata versions of the "Coca-Cola" Slim Bottle Regional Design, which features stylish packaging specially designed with illustrations of regional tourist spots. The company will also release a Tokugawa design as this year marks the 150 years since the Fall of Edo.

A total of 21 variations of the "Coca-Cola" Slim Bottle Regional Design have been so far marketed as special packaging to make travel more enjoyable. Since June 2017, the company has designed bottles with symbols and tourist spots of each region, and released in respective regions only. Because those designs enjoyed popularity among lots of people in all of those regions, as a bottle perfect for a drink with meal or for refreshment during travel, as well as for a souvenir, the company has decided to roll out additional five regional bottles following the previous designs released in August this year.

Each bottle is iconically designed with illustrations of region's symbols and signature tourist spots - the Bandai bridge, Niigata Geisha, and willow for Niigata design; the Great Buddha of Kamakura, Enoshima Island, and a yacht for Shonan design; a house with steep rafter roof for Hida-Takayama design; Osaka Castle, the Umeda Sky Building, and Takoyaki balls for Osaka design; Canal City Hakata and food stalls for Hataka design. The Tokugawa design has the “triple hollyhock” crest in gold.

The "Coca-Cola" Slim Bottle Regional Design comes in the stylish shape of "slim bottle" and the 250ml drink-up size, so when you drink it with meals during travel or when you want to take a rest and refresh yourself, it will boost your travelling mood further. It is perfect as a commemorative item for the trip, as a souvenir for family and friends, or for foreign visitors to enjoy the Japanese taste. It is also recommended to people who love their local areas, or to enjoy the feeling of hometown at a homecoming visit in summer. The Regional Design will be available mainly at souvenir stores, local products shops, supermarkets, and vending machines in each region.



The "Coca-Cola" Slim Bottle is a premium package made with aluminum material, further advancing our traditional and signature "contour bottle", by which you can tell it is a "Coca-Cola" if you feel it even in the dark. The ice-cold feeling enhances the good and refreshing taste of "Coca-Cola", and delivers a superior drinking experience. Since first launched in Japan in July 2015, the sophisticatedly designed bottles have featured famous sightseeing spots and symbols throughout Japan, as well as seasonal designs including cherry blossoms, fireworks, and autumn leaves, Olympic Year designs (Rio and Tokyo), FIFA World Cup commemorative design, and Meiji Era design commemorating the 150th anniversary of the era. Those designs have been enjoyed by many people - from "Coca-Cola" fans to those who are not so much of soda drinkers.

The "Coca-Cola" Slim Bottle Regional Design is now available in more areas with "Coca-Cola's" good taste and packages featuring regional sightseeing spots. This product will remind local people of the charms of their regions, and deliver to visitors a "special moment" out of ordinary travels.



<Product overview>

■ Product name: "Coca-Cola" Slim Bottle Regional Design
"Coca-Cola" Slim Bottle Tokugawa Design

■ Product type name: Carbonated soft drink

■ Ingredients: Sugars (high-fructose corn syrup, sugar)/ carbonated water, caramel coloring, acid regulator, flavorings, caffeine

■ Nutrition labeling (per 100ml):

| Energy | Protein | Fat | Carbohydrate | Sodium chloride equivalent |
|--------|---------|-----|--------------|----------------------------|
| 45kcal | 0g | 0g | 11.3g | 0g |

■ Package/Manufacturer's suggested retail price (excl. consumption tax): 250ml Slim Bottle/125 yen

■ Sales areas: Niigata and neighboring area <Niigata Design>
Shonan and neighboring area <Shonan Design>
Hida-Takayama and neighboring area <Hida-Takayama Design>
Osaka and neighboring area <Osaka Design>
Hakata and neighboring area <Hakata Design>
East Japan and neighboring area <Tokugawa Design>

■ Release date:

Monday, October 1, 2018

■ Sales channels: Souvenir shops, local products shops, supermarkets, vending machines, etc.

For the latest information on "Coca-Cola", check out our accounts below!

Official website : cocacola.jp

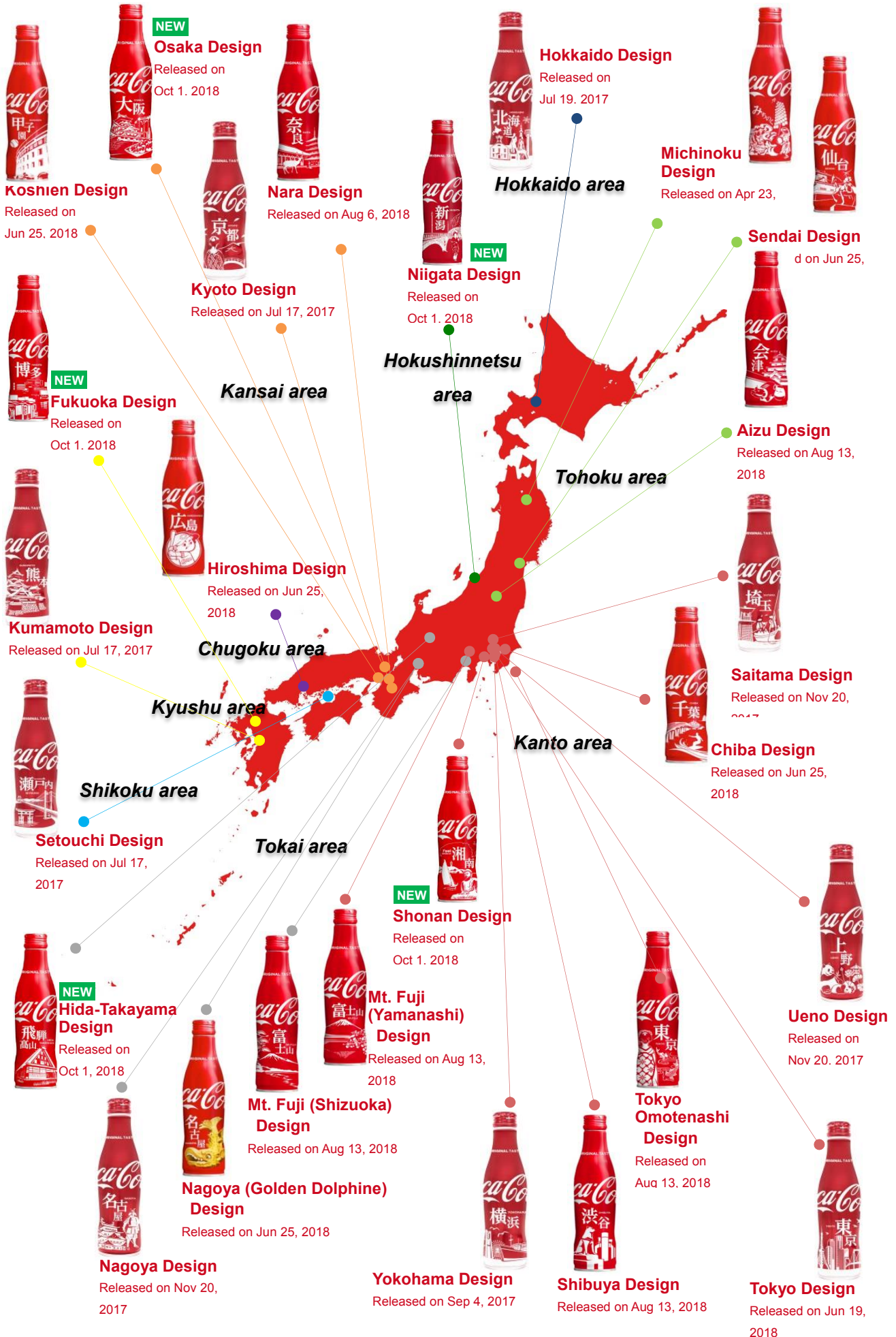
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"Coca-Cola" Slim Bottle Regional Design



※ Some of the products have been discontinued.