



Booth Number:	901
Company Name:	Coca Cola Refreshments
Contact Name:	Yasmeen Farrage
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Name of Product:	Coca Cola, Blackberry Ginger Ale

What's innovative about the product?

We've introduced new packaging including a **1.25L mid size bottle**. We found that larger packages worked back when family sizes were larger (average 4 people) but modern day families are smaller (average 2-3 people) than they used to be and consumers were taking home large bottles and having them go stale before they finished the drink. Smaller families created demand for smaller packaging. **Right sizing** the packaging is helping consumption.

We are also introducing our blackberry gingerale.

Will there be samples available at the show?

Yes

Preferred method of contact:

Email

Twitter: @cocacola_ca

Facebook:

Instagram:

Product Shots:

n/a