



TASTE THE FEELING™

INFLUENCING RETAILERS IN ECOMMERCE



IN-STORE ACTIVATIONS



132 Years of this...

Walgreens

COSTCO
WHOLESALE



Publix

meijer

Walmart



Albertsons



eCommerce Is Disrupting Those Traditional Partnerships



Costco starts offering same-day grocery delivery

goPuff gets \$5M more in funding, plans expansion to additional cities

Target is acquiring Instacart competitor Shipt for \$550 million to fight back against Amazon

McDonald's Doubles Down on Food Delivery With UberEats
Delivery will soon be available at 10,000 locations

Sheetz offers Amazon Alexa voice-activated ordering

7-Eleven testing mobile ordering, delivery and in-store pickup in some Dallas stores

MARKETS | STOCKS | IPOs

Blue Apron Files for IPO

Cook-at-home meal delivery service was valued at roughly \$2 billion

Target adds AR shopping to its mobile website
Posted Oct 24, 2017 by Sarah Perez (@sarahstamps)

Walmart voice shopping on Google Home is now live

The two companies teamed up in... and its Echo.

Walmart Agrees to Acquire Jet.com, One of the Fastest Growing e-Commerce Companies in

Publix to offer same-day grocery delivery from all stores by 2020

New Amazon Key lets the delivery driver leave packages inside the front door

Kroger, dominant in click-and-collect sector, opens its 1,000th ClickList store



Shoppers Have More Options Than Ever To Use Technology To Order And Receive Purchases, Making Their Lives Easier

ORDERING



RECEIVING

PARCEL



ARTM

Delivered via mail

LOCAL DELIVERY



DSD

Delivered locally

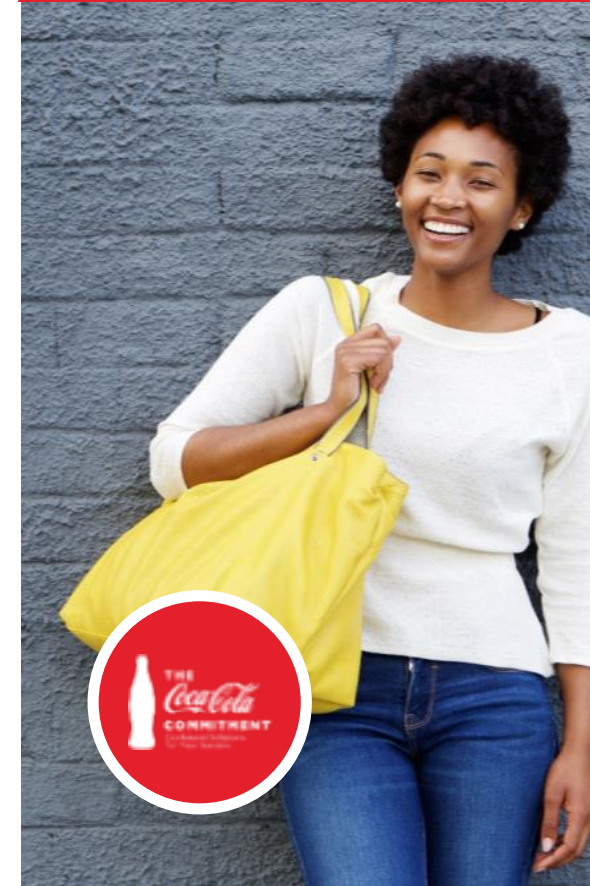
CLICK AND COLLECT



DSD

Staged at pick up site

RTM *Route to ME*



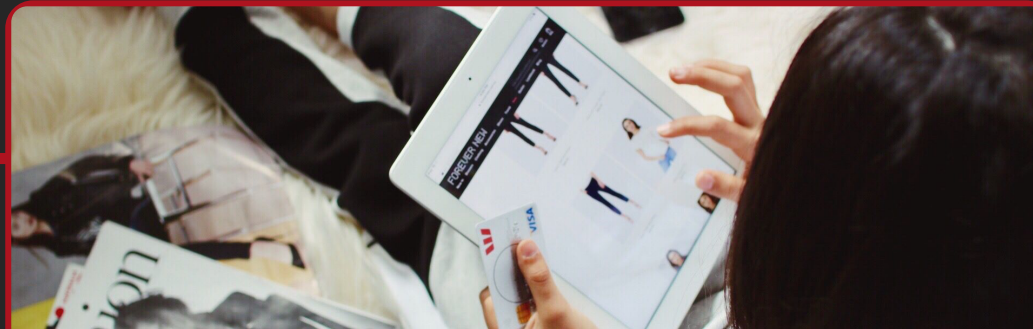
Partnership Examples



Click-and-Collect



Impulse



Digital Shelf

Click-and-collect

- What is the **market size and growth** of click-and-collect? What format will drive growth?
- What **experience** are shoppers looking for? What **pain points** do they want to resolve?
- How can Coca-Cola help customers **develop contoured solutions for success** in this format?
- What is the relationship between click-and-collect and impulse? How can click-and-collect **drive sales of immediate consumption** packages?

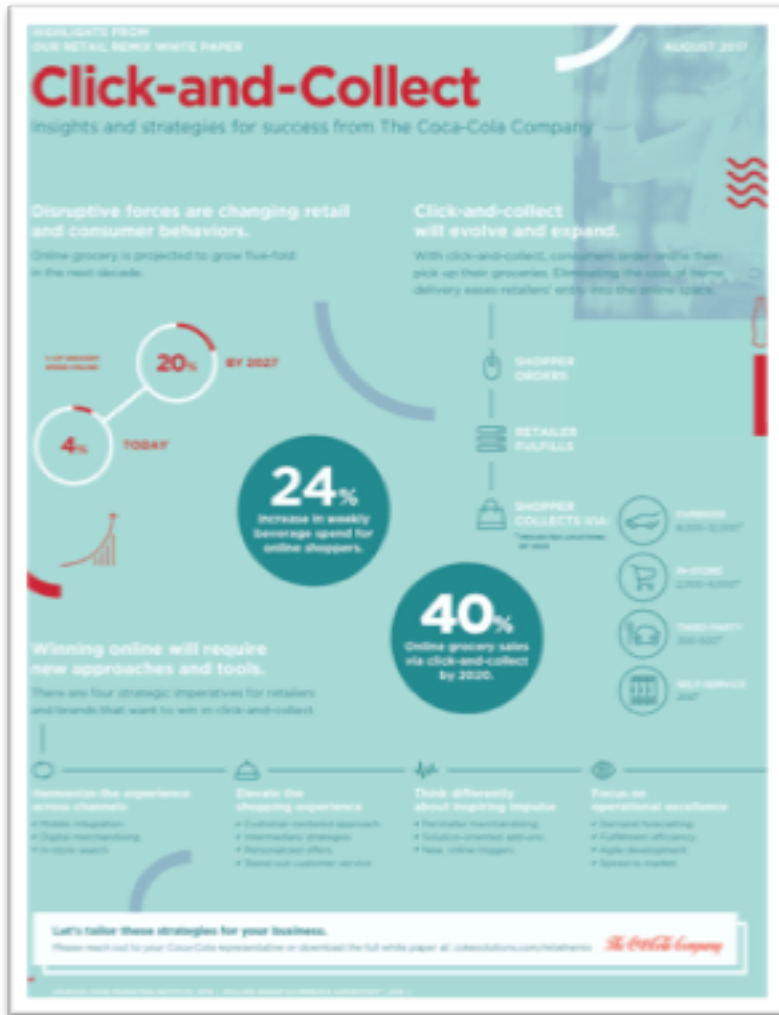


Impulse

- How do we think about impulse **beyond the cold case**? What are tactics that increase the basket size, value, and profitability through impulse?
- Where can we identify the **best tactics to drive an impulse purchase online**?
- What can we **draw from in-store** impulse best practices? How can we translate into eCommerce?
- What are the **unique online levers**?



Click & Collect / Impulse Retailer Tools



Build enabling strategies and operational excellence

Creating a frictionless operational experience with Click & Collect

Focus Area	What Did We Learn?	What Will We Do?
PROCESS MAPPING AND SERVICE INTEGRATION	<ul style="list-style-type: none"> Order cut off times are 1am, 10am & 1pm. Picking starts at 4am, 10am and afternoon. Nextest order days Sunday-Tuesday 	<ul style="list-style-type: none"> Buttler Education: Wal-Mart up & SOP Night-time delivery & weekend service Flex merchandising to pick times and shelf pressure
ASSORTMENT HARMONIZATION		
PICK & PACK MERCHANDISING SOLUTIONS		
ON-SHELF AVAILABILITY		
QUALITY MANAGEMENT		
PROCESS TECHNOLOGY		

TOP 3 OPPORTUNITIES

1. PROCESS MAPPING AND SERVICE INTEGRATION
2. ON-SHELF AVAILABILITY (AKA PRE-SUB RATE)
3. PICK & PACK MERCHANDISING SOLUTIONS

5

Digital Shelf

- Why is the Digital Shelf **important to our customers**?
- How our investment in **content drives value** to Coca-Cola and retail partners?
- How do we **collaboratively execute with scale, accuracy and speed**?
- What are some examples of those partnerships?



Why the digital shelf important to our customers?



Best content comes from manufacturers



ZICO Natural 100% Coconut Water
The best stuff is just beneath the shell.
Coconut water can be the start of something good. A good choice, good hydration, maybe even part of a good life that includes a balanced diet and exercise. When you make ZICO a choice, 100% your body will thank you.

- 100% coconut water, not from concentrate.
- Supports hydration with five naturally occurring electrolytes.
- Non-GMO. If it's a long-term choice, ZICO does not use it.
- Coconut water is naturally fat, gluten, and cholesterol free.



What's Inside ZICO Coconut Water
Five naturally occurring electrolytes to support hydration and energy.



A ZICO for Every Occasion
Different uses serve your different needs. Drink ZICO as it is or take it with a little extra for something different.



ZICO's Philosophy
When you are true to your nature, that's powerful beyond measure. What's inside is everything.

Explore ZICO's Natural Flavors



ZICO Natural 100% Coconut Water
100% coconut water with no sugar added. Non-GMO. If it's a long-term choice, ZICO does not use it.



ZICO Chocolate Flavored Coconut Water Beverage
In addition to the natural coconut water, ZICO Chocolate Flavored Coconut Water contains natural water with natural flavors for a rich, delicious taste.



ZICO Flavored Coconut Water Beverage
In addition to the natural coconut water, ZICO Flavored Coconut Water contains natural water with natural flavors for a rich, delicious taste.



ZICO USDA-certified Organic, Fair Trade Certified Coconut Water Beverage
In addition to the natural coconut water, ZICO USDA-certified Organic, Fair Trade Certified Coconut Water contains natural water with natural flavors for a rich, delicious taste.



View larger

Honest Tea
Refreshingly Honest
Honest Tea's teas and herbal teas are certified organic, brewed with real tea leaves, and "Just a Tad Sweet" taste. With a variety of flavors in both uncaffeinated and caffeinated (from tea leaves), and sweetened and unsweetened, there is sure to be a delicious and refreshing option for everyone.

- Delicious real brewed tea
- USDA Organic & Fair Trade Certified
- Available in a wide range of refreshing flavors

Honest

About Honest Tea
Founded in 1998 in Bethesda, MD, Honest Tea is the nation's top-selling organic bottled tea company specializing in beverages that taste Just A Tad Sweet.



Hand Picked

Honest Tea leaves are picked by hand. "Pluckers" in our tea gardens in China and India select the delicate top two leaves and bud of the Camellia sinensis plant, which is the single source of the black, green, white, and cooling varieties we brew.



How We Sustain Our Beverages

Honest Tea specializes in offering beverages that range from unsweetened to ones that have "Just a Tad Sweet" taste. Our teas use a variety of sweeteners.



Real Brewed

Real brewed tea in a bottle? Absolutely! We heat water and steep our tea leaves before bottling, similar to how you might make it at home.



View larger

16.9 fl oz
12 COUNT



Buy Now

59 fl oz



Buy Now

16.9 fl oz
6 PACK

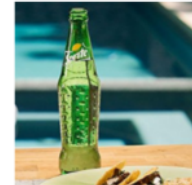


Buy Now

Variety
12 PACK



Buy Now



Sprite Lemon-Lime Soda
The clear choice for refreshment

Made with 100% natural flavors, Sprite is a sparkling soda with a clean, crisp lemon-lime taste. Enjoy Sprite with meals, on the go, or after a long day of work or play. Serve ice cold for maximum refreshment.

- Clean, crisp, lemon-lime taste
- 100% natural flavors
- Caffeine-free
- Zero grams of fat



About Sprite
Introduced in 1961, Sprite is one of the world's leading lemon-lime flavored soft drinks. It has a crisp, clean taste that's a real thirst quencher.

Wherever you're headed, obey your thirst



We won't ask you to plug your earbuds into a bottle of Sprite. It doesn't even have an earbud jack.



If this is a game of Keep Away, then this is the meanest game ever. Ice cold Sprite for all! That means you, too.



When you've got a long trip ahead of you, but wanna be as cool and refreshed as you can when you get there.



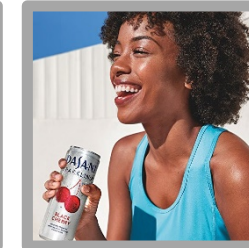
TASTE THE FEELING

Best content comes from manufacturers

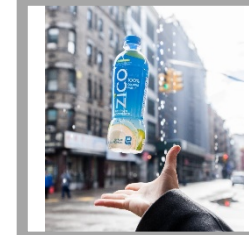
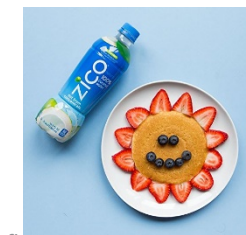
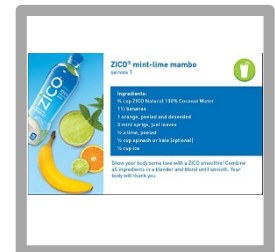


Nutrition Facts	
Serving Size 1 Can	
Servings Per Container 8	
Amount Per Serving	
Calories 0	
	% Daily Value*
Total Fat 0g	0%
Sodium 35mg	1%
Total Carbohydrate 0g	0%
Protein 0g	
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, sugar, vitamin A, vitamin C, calcium and iron.	
*Percent Daily Values are based on a 2,000 calorie diet.	

CARBONATED WATER,
NATURAL FLAVORS.



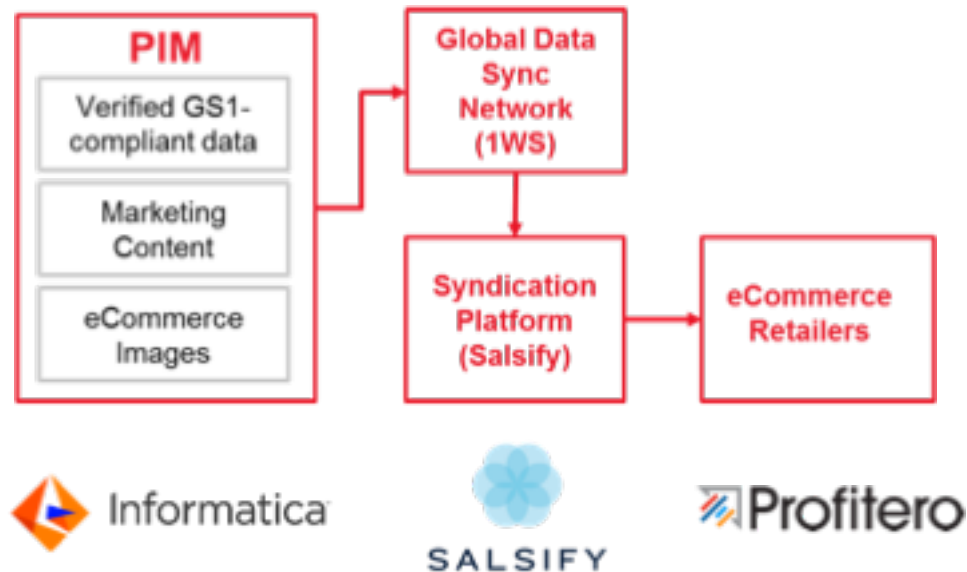
Nutrition Facts	
Serving Size 1 Can	
Servings Per Container 8	
Amount Per Serving	
Calories 0	
	% Daily Value*
Total Fat 0g	0%
Sodium 10mg	0%
Potassium 100mg	2%
Total Carbohydrate 0g	0%
Protein 0g	
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, sugar, vitamin A, vitamin C, calcium and iron.	
*Percent Daily Values are based on a 2,000 calorie diet.	



How to Syndicate with Scale

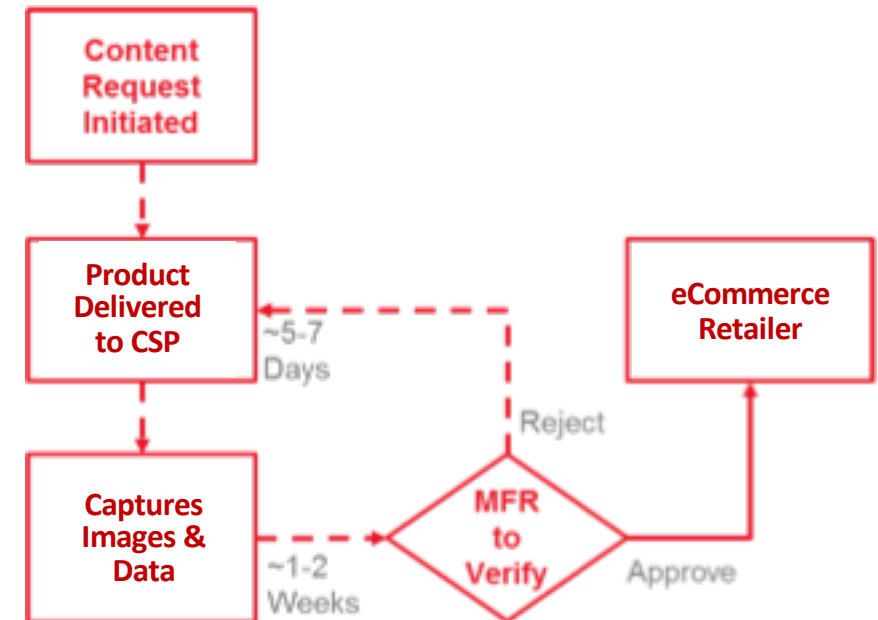
Coca-Cola's Content Publication Process

- ✓ Automated process enabled by API
- ✓ Retailers receive content updates instantly



Typical CSP Content Publication Process

- ✓ Manual process requiring live product samples
- ✓ Some CSP's receives content updates in 2-4 weeks (sometimes months)



Give Retailers Options

Short Term



FTP Site with exactly the same data fields and requirements

Costs: Low

Level of Effort: Low

Implementation: 2-3 Months

Medium Term



Allow other content service providers to help develop capabilities

Costs: Low

Level of Effort: Low

Implementation: 4-5 Months

Long Term



Create an agnostic approach to content through a vendor portal or through an open API

Costs: Medium

Level of Effort: Medium

Implementation: 6-9 Months