



WASHINGTON, D.C.

MATT ECHOLS
VICE PRESIDENT
CORPORATE GOVERNMENT RELATIONS

800 CONNECTICUT AVENUE, N.W.
SUITE 711
WASHINGTON, D.C. 20006

TEL 202 - 973 - 2663
FAX 202 - 466 - 2262

October 14, 2013

The Honorable Edward J. Markey
218 Russell Senate Office Building
Washington, DC 20510

The Honorable Richard J. Durbin
711 Hart Senate Office Building
Washington, DC 20510

The Honorable John D. Rockefeller
531 Hart Senate Office Building
Washington, DC 20510

The Honorable Richard Blumenthal
702 Hart Senate Office Building
Washington, DC 20510

Dear Senators Markey, Rockefeller, Durbin, and Blumenthal:

I am writing in response to your letter dated September 25, 2013 to Lance Collins, CEO of Fuze Beverages, LLC, regarding the marketing of Full Throttle® brand energy drink. Fuze is now a wholly owned subsidiary of The Coca-Cola Company ("the Company"), which markets Full Throttle products, and Lance Collins is no longer CEO. Please feel free in the future to write to Muhtar Kent, Chairman and CEO of the Company, with respect to any matter relating to Full Throttle.

As you are aware, The Coca-Cola Company takes very seriously our commitment to the responsible marketing and promotion of our energy drink brands. The Company's response to your inquiry is provided below.

Our response is grouped into two categories. The first group describes our current marketing and promotion practices. In our view, as indicated below, these practices, which are already in effect, fulfill the intent of the majority of the numbered items in your letter.

With respect to the numbered items in the second group, we view them as presenting important issues that merit thoughtful consideration. Please rest assured that we intend to continue to play a leadership role among energy drink companies in finding the most appropriate way to address them and we commit to an ongoing dialogue. At the same time, these items present some practical challenges. (E.g., no. 13 asks us to prevent users under 18 from gaining access to social media sites; we are currently unaware of how we could effectively prevent all access by those under 18 who might be willing to misrepresent their ages.) We therefore would like to take the time to search for solutions that are both effective and feasible. We will follow up in the coming weeks to let you know what we plan to do.

Turning now to the first group of numbered items, we believe that the Company has been at the forefront in implementing best practices for the responsible marketing and promotion of energy drinks. We have adopted and implemented the following practices with respect to Full Throttle® brand in

relation to the youth of our country. We believe that these practices effectively address the intent of the numbered items in your letter, as indicated below:

- With respect to children and teens under the age of 18 (Q1,Q7,Q8,Q9, Q14,Q16) our practices regarding energy drinks are the following:
 - We have not and will not buy advertising directed to them. (Since most advertising reaches multiple audiences, the criterion we apply, consistent with Q14, is that we will not place advertising for these products in media reaching audiences having more than 35% people under the age of 18.)
 - We do not otherwise direct our advertising to those under 18, feature them in our ads, recruit them or sponsor them.
 - We do not market, sample, or sell our energy drink products in schools for grades K-12.
- We have not and will not promote, encourage or condone rapid or excessive consumption of our products in any way, including through our advertising, social media, or promotional communications. (Q2, Q3, Q4)
- We do not and will not promote, encourage or condone the mixing of energy drinks with sleeping pills or any other type of drug (Q6). We do not currently, nor will we in the future, attempt to make our consumers believe that energy drinks can counteract any type of drug.
- We have not and will not make any claim to the effect that the consumption of alcohol together with an energy drink counteracts or otherwise positively impacts the effect of alcohol consumption (Q5, second sentence).
- Our product labels include full information about caffeine content as well as this statement: "This product is not intended for individuals under 18 years of age, pregnant or nursing women, or for those sensitive to caffeine." (Q11, Q15)

We are carefully considering the remaining important items in your letter (Q5, first sentence; Q10; Q12; Q13; and Q17), and would like to spend more time giving them the attention they deserve. We will continue the ongoing dialogue around these items with your staff and the broader energy drink industry and we will advise your staff in the coming weeks as to our plans.

In addition, at a mutually convenient time, we are happy to make our energy drink business leaders and subject matter experts available to you and your staff. We look forward to further engagement on these very key issues.

Sincerely,



Matt Echols
Vice President
Corporate Affairs & Diplomatic Relations