

# A beverage for everyone

Our operations span 28 countries,  
addressing the needs of approximately  
560 million people.



At Coca-Cola Hellenic, we understand that consumer trends and preferences evolve over time. With this in mind, we offer brands that satisfy the refreshment needs of consumers across varying demographic, socio-economic and cultural backgrounds. We support this effort through the passion and excellence of our people, who strive every day to sell the right brand, in the right package, at the right price.

### Significant potential ahead

The average annual per capita consumption of sparkling beverages across our geographic footprint is approximately 165 servings. This represents a significant increase from an average per capita consumption of approximately 120 servings in 2002. Despite current challenging market conditions, we believe there is considerable potential for further growth across our markets. Factors that may positively contribute to a continued expansion of the non-alcoholic beverage industry in certain of our markets, include population growth, increased urbanisation, further development of media and advertising channels and increasing consumer purchasing power. We intend to fully exploit this potential by leveraging both the strength of our brand portfolio and our superior outlet execution. In 2008, we expanded our range of brands and packages and made them available to consumers in a greater number of outlets. We are committed to capturing the long-term potential of our markets by sustained marketing investment in each of the non-alcoholic beverage categories in which we compete.

### A growing product portfolio

We offer our consumers varieties of refreshment that meet their changing lifestyles and tastes. The sparkling beverages category is at the core of our business. We are working with The Coca-Cola Company to drive growth of the Coca-Cola trademark by expanding our low or no-calorie offerings. Coca-Cola Zero has been a well received addition to our product portfolio and is now present in 19 of our 28 countries. Fanta continues to be our second-highest selling sparkling beverage brand and is being supported by continuing innovation. Our Fanta strategy is to focus on the core flavour, Fanta Orange, while launching niche flavour varieties, such as Fanta World Green Apple in Poland and Fanta Verdía in Greece.

A growing number of consumers are seeking greater choice and variety to meet their changing lifestyles and we are capitalising on this trend by expanding our range of beverages in the still and water categories. Our ready-to-drink tea brand, Nestea, has been a tremendous success and has established category leadership in 13 of our countries. We are building on the success of Nestea by introducing the Nestea Vitao range of premium ready-to-drink teas, which are rich in antioxidants and available in red, white and green tea flavours. Nestea Vitao was launched in 2008 in Greece, Bulgaria, Croatia and Slovenia and will be introduced to other countries in 2009.

In 2008, we expanded our portfolio of water products with the introduction of Avra Herbal in Greece, a new range of enhanced waters available in sage, lemongrass and mint flavours. Other enhanced waters launched in 2008 include Lilia Emotion in Italy and Rosa Emotion in Serbia.



Juices remain an important category in which we continuously seek to innovate. We recently launched Amita EfZin (translated as «living well»), a range of fortified chilled juices for health-conscious consumers, and are exploring new ways to exploit this niche category. In Russia, we have launched a range of new juices enriched with vitamins and minerals and have also targeted 'on-the-go' consumption occasions by introducing a new 330ml package for Dobry, the leading juice brand in Russia.

Energy drinks represent a small but fast-growing category. We continue to increase the availability of Burn in our countries and are also expanding the range of products under the Burn trademark. In 2008 our launch of Burn Citrus in Russia was well received by consumers.

Another small, yet profitable category presenting attractive growth opportunities is ready-to-drink coffee. We recently entered into a three-party joint venture with illycaffè and The Coca-Cola Company to develop, market and distribute illy-branded ready-to-drink coffee products. The beverages are currently offered in three flavours — Caffè, Cappuccino and Latte Macchiato — and are being sold in stylish, premium cans in 12 of our markets to date.

We always aim to meet the local tastes and preferences of our consumers. With this in mind, in April 2008, we introduced a traditional beverage in Russia known as Kvas. A very popular drink in Russia, made from lightly fermented bread and other ingredients, Kvas is offered under the brand "Krushka & Bochka", which translates as "Mug & Barrel".

We aim to enhance the premium status of our brands through ongoing innovation and consistent marketing investment. We also aim to address new consumption occasions by expanding into niche segments within the non-alcoholic beverage market.

Our efforts are recognised through independent brand awards that the Coca-Cola system receives from time to time. We are proud of these awards. The best acknowledgement comes from consumers who prefer consuming our products every day.



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Coolers we purchase will be energy efficient wherever available.

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πιες κάθε σταγόνα  
της ζωής σου.

# Amita's 25<sup>th</sup> anniversary

Amita juice was first created for the Greek market in 1983. Twenty-five years later, Amita is offered in 25 juice flavours and is the leading juice brand in Greece. Active innovation across a range of categories extending from juices and smoothies to energy fruit bars, and a commitment to brand sponsorship by Amita of sustainability initiatives related to local Greek communities, make Amita a special and respected brand for Greek consumers. In 2008, we expanded the Amita brand beyond the borders of Greece with the successful launch of 11 Amita flavours in Italy.



- 1983:** Launch of Amita as the first packaged juice in Greece
- 1993:** Launch of Amita Motion, a juice beverage comprising nine varieties of fruits and seven vitamins
- 1995:** Introduction of Amita with resealable packaging as the first of its kind in Greece
- 1998:** Launch of Amita Fun for children
- 2002:** Introduction of glass bottle for Amita Classic
- 2003:** Introduction of PET bottle for Amita Motion
- 2005:** Launch of Amita smoothies
- 2006:** Introduction of new hexagonal (prisma) packaging and the launch of Amita Winter Warmer beverages consumed hot or cold and Amita antioxidant fortified juices, both firsts for Greece
- 2007:** Launch of Amita Motion energy bars
- 2008:** Launch of Amita EfZin as the first functional juices in Greece and Amita in Italy with 11 flavours developed specifically for the Italian market