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BURGER KING® Restaurants to Launch Coca-Cola Freestyle

Miami, FL, December 6, 2011 – The BURGER KING® brand has always been known for its customized menu options. And now the same holds true for refreshing beverages. Guests at BURGER KING® restaurants will now be able to pair America's favorite burger, the WHOPPER® Sandwich, with more than 100 different beverage brands.

With the debut of Coca-Cola Freestyle® fountains in all Burger King Corporation company-owned restaurant locations across the U.S., guests at BURGER KING® restaurants will be able to enjoy a distinctive, high-quality beverage experience along with their favorite burgers, fries and other sandwich options.

"The ability to customize your own beverages combined with the quality that Coca-Cola Freestyle delivers to our guests is a perfect addition to our most recent new menu offerings," said Steve Wiborg, president North America, Burger King Corporation. "Adding Coca-Cola Freestyle further enhances our guests' experience when they visit BURGER KING® restaurants. We're excited to be the largest franchise system in the U.S. to roll out the fountains in all company owned restaurants and look forward to further growing our business with Coca-Cola as our partner."

Coca-Cola Freestyle provides more than 100 sparkling and still beverage brands from a single freestanding unit. Sleek and stylish, the dispenser is touch-screen operated and serves regular and low-calorie beverage brands, flavored waters, sports drinks, lemonades and other options, many exclusive to Coca-Cola Freestyle. An ideal match for BURGER KING® restaurants' high-quality, prepared to order burgers, Coca-Cola Freestyle allows guests to choose from endless possibilities, many never before available in the U.S., including brands such as caffeine-free Diet Coke® with Lime, Fanta® Peach, Minute Maid® Light Orange Lemonade and more.

"After extensive market testing, Burger King Corporation recognizes Coca-Cola Freestyle as a perfect complement to the BURGER KING® restaurant experience. With the nationwide expansion of Coca-Cola Freestyle, more people than ever will be able to select the ideal beverage to accompany their meal at BURGER KING®," said Dagmar Boggs, vice president, BURGER KING® Global Customer Team, Coca-Cola Refreshments. "Coca-Cola Freestyle offers people something they've never experienced before and helps our partners like Burger King Corporation grow both their beverage business and their total business."

About Coca-Cola Freestyle

Coca-Cola Freestyle allows people to select from more than 100 regular and low-calorie brands. Many varieties of waters, sports drinks, lemonades and sparkling beverages are now available to people in the U.S. exclusively on Coca-Cola Freestyle. The dispensers use unique, proprietary PUREPOUR TECHNOLOGY™ and have the capacity to offer more than 100 brands in the same footprint as a standard eight-valve machine. Coca-Cola Freestyle can be found in many markets across the U.S., including Atlanta, Baltimore, Boston, Chicago, Dallas, Houston, Los Angeles, Miami, New York, Phoenix, San Francisco, Seattle and Washington, D.C. To learn more about Coca-Cola Freestyle, visit www.coca-colafreestyle.com or follow us on Facebook at www.facebook.com/cocacolafreestyle and Twitter @ccfreestyle.

About Burger King Corporation

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in approximately 12,400 locations serving over 11 million guests daily in 79 countries and territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on Facebook and Twitter.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

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