

Brazil's Thirst for Coke Grows 8%, 2% Over Global Average

Contributed by Newsroom
Wednesday, 18 April 2007

Brazilians are drinking more Coke. The sales volume of Coca-Cola Brazil increased by 8% in the first quarter this year compared with the same period in 2006. The volume increased for the 12th consecutive year. Sales in Brazil grew above the global average, since the global growth rate for Coca-Cola in 2006 was 6%.

According to a press release issued by the company, the main contributing factors for the increased sale volume in Brazil were the marketing strategies and the performance of soft drinks.

Last year saw the release of Coca-Cola Zero and of a new packaging for the Burn energy drink, which started being sold in glass bottles as well. The increase in the company's global sales was the highest for a quarter since 2002. Global revenues rose by 17%.

"Our growth in Brazil is a direct consequence of our work and investments. Over the last five years, the Coca-Cola Brazil System invested more than US\$ 1.7 billion, always seeking innovation, and entering segments we were not present in yet, said the president of Coca-Cola Brazil, Brian Smith.

The Coca-Cola Brazil System, comprised of Coca-Cola and 17 other Brazilian manufacturing groups, in addition to companies Minute Maid Mais and Leão Junior, provides direct jobs to more than 32,000 employees, plus approximately 300,000 indirect jobs.

Anba