

Helping Hospitality Customers Reopen and Thrive This Summer

Last year, we put together a support package totalling £20 million to help our Hospitality Customers reopen. Now we are further building on that support by offering a practical five point plan, to guide you towards a strong and successful reopening this Summer.

Coca-Cola
EUROPEAN PARTNERS



1

Post-mix Restart Guidance

To support your reopening, we have produced both **video and PDF guides to assist you with restarting your post-mix equipment.** We want to ensure all our customers are able to offer their guests the **highest quality soft drinks** as soon as they are able to reopen.

To view our guides, please visit [My.CCEP.com](https://my.ccep.com) which is accessible here:

▶ <https://my.ccep.com/topics/sanitisation-for-post-mix>

My.CCEP.com is our new online support portal where you can access tools to **support your business and grow your soft drinks sales.**



2

Free Stock Support

We are offering our **independent free trade Customers** up to **3 x Bag in Box**, free of charge to help support them during reopening. You can make an enquiry by filling out our simple online form, you can access it here:

▶ <https://my.ccep.com/topics/bib-replacement-scheme>

Please note that you will automatically be signed up to **My.CCEP.com.**

You will be given your own log in credentials and can manage your preferences and unsubscribe from email marketing at any time.



3 Outstanding Promotional Offers

To support your successful reopening, it's important that the **right core range is available in your outlet**. Please remember the following facts, when restocking your bars with thirst quenching drinks:



It represents
66%

of the Cola Category with Coca-Cola Zero Sugar **leading the growth**, Coca-Cola Original Taste, **the biggest Cola brand** and Diet Coke the undisputed **NUMBER ONE** sugar free Cola in terms of value in GB¹

Pre-pandemic, Mixers were worth **£685m** in the on trade² and **Schweppes** is the **MOST POPULAR MIXER** brand for Spirit and Mixer consumers³ as well as operators, as it is the **MOST STOCKED** Mixer brand in the on trade, being distributed in **67,723** outlets⁴ and thus appears in the most Mixer ranges in the on trade in GB.

SO, WHAT ARE WE AT CCEP DOING TO SUPPORT OUR CUSTOMERS?

Firstly, we are focusing on the supply and the availability of our Core Glass Range. This range includes consumer favourites such as;
330ml Coca-Cola Zero Sugar, Coca-Cola Original Taste and Diet Coke as well as **200ml Schweppes Classic Tonic Water, Schweppes Classic Slimline Tonic Water and 275ml Appletiser**.

We are also running **several unmissable promotions** via our wholesale partners to ensure all our products are available at the best possible price throughout the summer.

Better still, your local CCEP Field Sales Representative will also have **further offers available through your respective route to market** to support further purchases.



4 New 'Project Open' Business Accelerator Programme to Aid Recovery

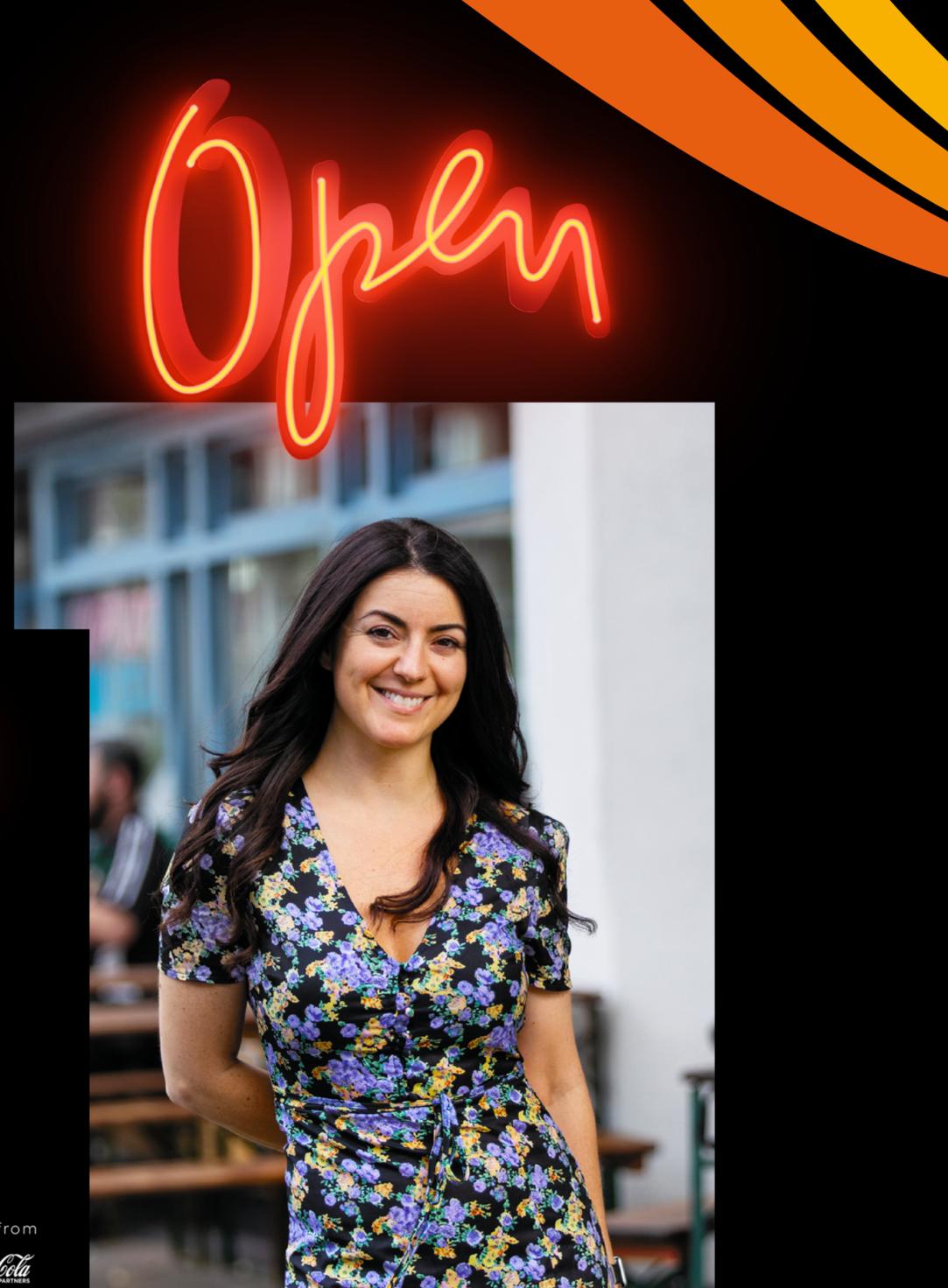
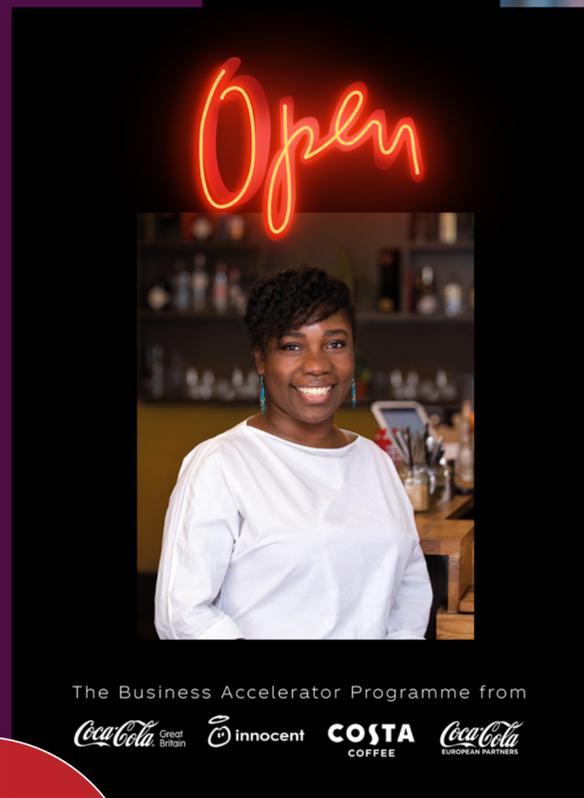
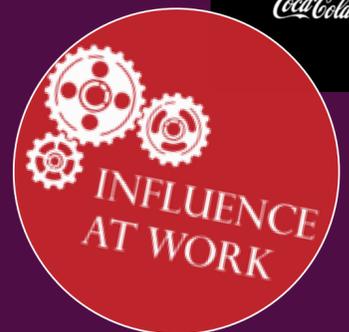
As a continuation of last **SUMMER'S OPEN CAMPAIGN**, in March this year, we introduced a new initiative called '**PROJECT OPEN**'. This is a business accelerator programme run in partnership with Coca-Cola Great Britain, Costa Coffee and Innocent.

Senior executives from these world leading brands offered their insights and advice to help small independent businesses in the hospitality sector recover faster from the pandemic. Participating businesses also received **advice on engaging customers** from Influence at Work, global experts in behavioural science.

Watch out for business benefiting information from this project later this month on our website:

▶ <https://my.ccep.com>

▶ <https://www.youtube.com/watch?v=x8P5PUwfOHk>



The Business Accelerator Programme from
   

5

Driving Sales and Increasing Footfall

We can support you to drive sales and increase footfall with our outstanding activation calendar for 2021.

This includes opportunities to celebrate the long awaited **UEFA EURO 2020™** as well as serve **perfect Schweppes seasonal mixes** and reformulated **Coca-Cola Zero Sugar** during the **Spring/Summer reopening**.

WE ALSO HAVE A HANDY GUIDE TO HELP YOU OPTIMISE THE ONLINE OPPORTUNITY.



TASTE THE FEELING™



UEFA
EURO2020

OFFICIAL PARTNER



Celebrating UEFA EURO 2020™

UEFA EURO 2020™ is an unprecedented and highly anticipated event, which is set to deliver a long summer of football fever, after a year like no other.

Coca-Cola has a long-standing relationship with football, which we will continue in 2021 as the official soft drinks partner of UEFA EURO 2020™.

2BN fans tuned in to watch the World Cup in 2018⁵ and following the lockdown, the viewing figures are expected to be much higher with large groups being replaced by smaller gatherings.

This presents a significant opportunity for **increased food and beverage sales**, as smaller groups flock to pubs and bars for the atmosphere and the chance to enjoy the game with friends they've missed this past year.

73%
watch **live football**
and spend on
average
£16.75
in the **bar or pub**



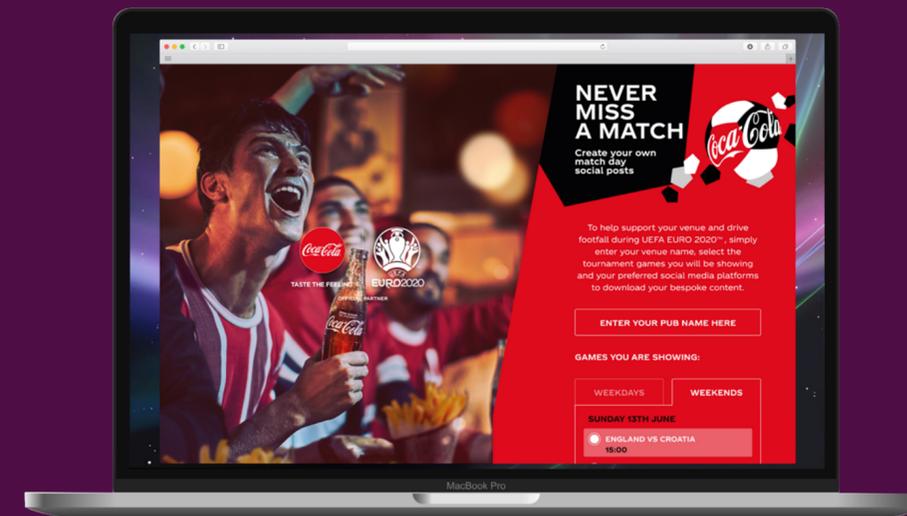
Which is an
additional
£10.60
compared to their
average spend
without watching
live sport⁶

THE SUPPORT WE HAVE MADE AVAILABLE TO YOU INCLUDES:

An Online Platform

which you can use to quickly and easily **create your own social media posts** as well as print posters to communicate to your guests which matches you will be showing. This platform will go live from June and you will be able to access it here:

▶ www.cocacolafootball.co.uk/social



A Scan and Score Promotion

to engage your guests. This enables guests to scan their Coca-Cola and be **instantly notified whether they have won one of many exciting prizes.**

The promotion can easily be set up in your pub or bar by **requesting one of our 10,000 scan and score kits** which will be ready for a **1st June** in outlet launch and will be limited to availability. To participate, speak to your local CCEP Field Sales Representative or visit our point of sale (POS) Shop by signing up to MyCCEP.com which is accessible here:

▶ <https://my.ccep.com/shop/posm>



Serve Schweppes Mixers:

MIXERS, SUCH AS TONIC, ARE BECOMING MORE LIKELY TO BE CONSUMED AS DIET AND SLIMLINE:

37%

of consumers now wanting low sugar and calories options

48%

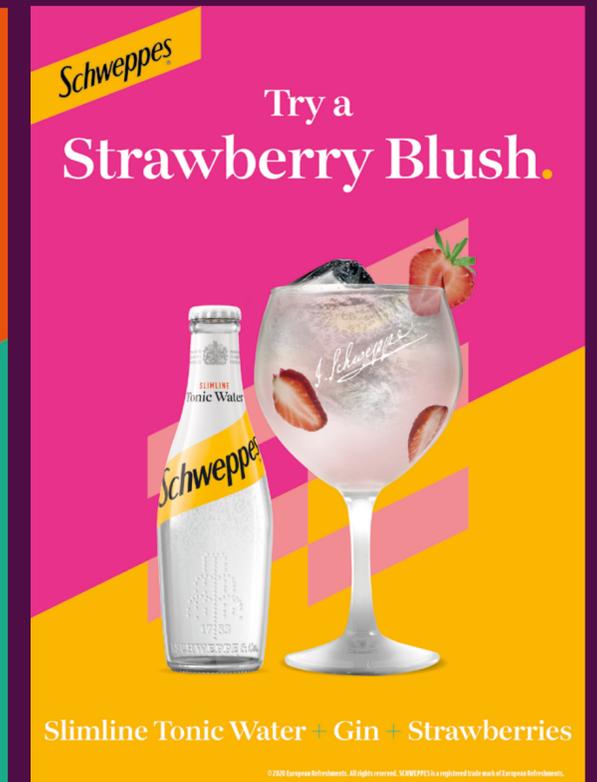
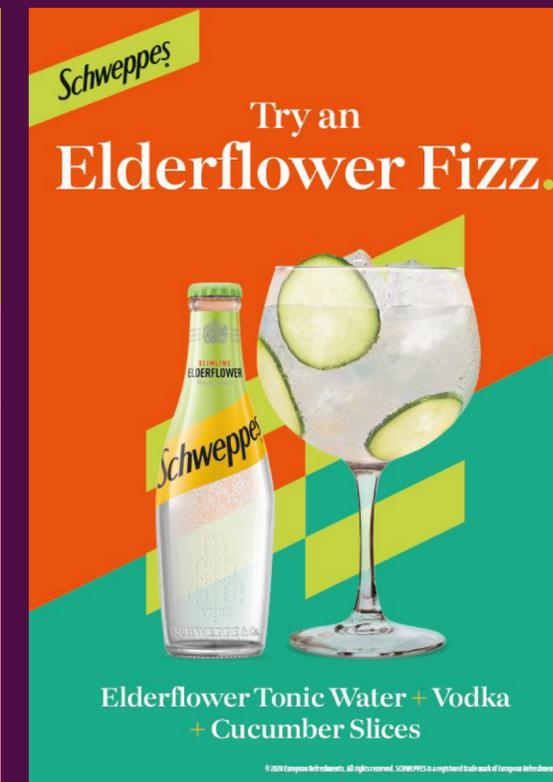
of people saying they choose a drink based on the calorie content⁷

Therefore, in 2021, we will focus on our fantastic Classic range including **Schweppes Tonic and Slimline Tonic as well as Schweppes Russchian Pink Soda and Elderflower Slimline (THE SECOND BIGGEST TONIC FLAVOUR IN VALUE TERMS⁸)**. Together they offer a perfect range of summer mix Schweppes serves to support you through reopening and the rest of the calendar year.

To support **Schweppes Pink Soda and new Schweppes Elderflower**, we will be providing activation kits including glasses, chalkboards and vinyls. This will enable you to offer your guests a unique experience that they will be unable to recreate at home. You can speak to your local CCEP Field Sales Representative to access some of the Schweppes POS kits or you can visit the POS shop by signing up on **MyCCEP.com** which is accessible here:

<https://my.ccep.com/shop/posm>

The Most Popular Mixers³



KITS WILL BE AVAILABLE FROM THE END OF THE MONTH.

Perfect Serve with New Taste & Look Coca-Cola Zero Sugar

Coca-Cola Zero Sugar has been recently relaunched with an exciting new taste and look.

Postmix will be available in trade from June and 330ml glass bottle from September onwards.

DON'T MISS YOUR OPPORTUNITY TO SERVE YOUR GUESTS OUR BEST EVER COCA-COLA ZERO SUGAR.

Visit our dedicated page now to learn how to create the Perfect Serve:

▶ <https://my.ccep.com/topics/perfect-serve>

Best
A^AAHHH^H
ever?

NEW
TASTE
& LOOK

Coca-Cola
ZERO SUGAR

STOCK UP
AND SERVE
YOUR GUESTS
OUR BEST EVER
COCA-COLA
ZERO SUGAR

Best
A^AAHHH^H
ever?
Try it

Coca-Cola
ZERO SUGAR

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Coca-Cola

Helping You Drive Your Sales Online

Deliveries and click & collect services have flourished over the last year. Consumers will continue ordering take-out to enjoy in the home, which offers a valuable revenue opportunity for your businesses via food delivery partners such as **Uber Eats, Deliveroo and Just Eat.**

We can help you develop your e-commerce capabilities by providing useful guidance in the form of guide documents and videos.

These are available on MyCCEP.com which is accessible here:

▶ <https://my.ccep.com/topics/online-delivery>

