

THIS IS FORWARD ON DRINKS

- 01 GREAT TASTE, LESS SUGAR
- 02 GIVING CONSUMERS MORE CHOICE
- 03 PROVIDING CLEAR NUTRITIONAL INFORMATION
- 04 RESPONSIBLE MARKETING
- 05 SAFETY AND QUALITY OF INGREDIENTS

Highlights

232k TONNES

Since 2010, we have removed 232k tonnes of sugar from our soft drinks in Europe.

20.9%

Average sugar per 100ml reduction in Indonesia compared to 2015, 14.9% in Australia and 13.4% in New Zealand.

CONTEXT

Many of the drinks we make and distribute contain sugar. Whilst sugar is fine in moderation, global dietary guidelines caution that consuming too much sugar is not good for anyone. Given the health consequences of obesity, international governments and health authorities, such as the World Health Organisation (WHO), are introducing regulations to help people consume less sugar from food and drink products.

We support the recommendation by several leading health authorities, including WHO, that people should limit their intake of added sugar to 10% of their total calorie consumption. Working with The Coca-Cola Company (TCCC) and other franchisors, we're evolving our business and drinks portfolio to provide consumers a greater choice of drinks, both with and without sugar.

OUR STRATEGY

Consumer habits and preferences continue to evolve. We know that people want a greater variety of drinks, including low and no calorie drinks, and those made from natural and sustainably-sourced ingredients.

We've reduced the amount of sugar in many of our drinks, and we're also increasing our range of drinks to include ready-to-drink teas, organic soft drinks, beverages with nutritious benefits and coffees. In Europe, we're committed to ensuring that 50% of our sales come from low and no calorie drinks by 2025. We already have sugar reduction commitments in place across many of our markets and in 2022, we will extend our commitments to include all of our territories.

We're also making it easier for consumers to cut down on sugar by providing product and nutritional information that is easy to understand, and by offering smaller and more convenient pack sizes. We ensure the responsible marketing and advertising of our products. This includes shifting our marketing spend to increase awareness of our low and no sugar options, while continuing to ensure we never advertise to children under 13.

TARGETS AND PERFORMANCE

Working with TCCC and other franchisors, we continue to reduce sugar across our portfolio.

SUGAR REDUCTION SINCE 2015

Reduction in average sugar per litre in our soft drinks portfolio since 2015

Europe

2020	15.3%
2021	17.9%

API^(A) ^(B)

Australia

2020	11.2%
2021	14.9%

Indonesia

2020	17.2%
2021	20.9%

New Zealand

2020	9.3%
2021	13.4%

^(A) The acquisition of API completed on 10 May 2021. The API sustainability metrics are presented on a full year basis for 2021 and 2020 to allow for better period over period comparability.

^(B) This covers all products including water, juice and dairy, excluding products that contain alcohol.

OUR CONTRIBUTION TO THE SDGs



Good health and well-being

For more information about the progress we are making on sustainability, go to our sustainability section [online](#).

01 GREAT TASTE, LESS SUGAR

How are you reducing sugar in your soft drinks?

We're a long-standing member of the Union of European Soft Drinks Associations (UNESDA) and fully support its commitment to reduce average added sugars in soft drinks by another 10% by 2025 (from 2019) across Europe. This would represent an overall reduction of 33% in average added sugars in the past two decades.

We've already made great progress by reducing the amount of sugar in many of our drinks – without compromising on taste – and introducing more low and no calorie drinks. In Europe, since 2010, we've changed the recipes of 235 products to cut their sugar content. We've also introduced 790 low and no calorie drinks since 2010, including 85 low and no calorie drinks which we launched in 2021.

22.2%

Average sugar reduction per litre in our soft drinks portfolio in Europe since 2010.

We also have clear sugar reduction targets in place in Australia, Indonesia and New Zealand. In Australia, we're committed to reducing average sugar per 100ml by 20% by 2025 (vs 2015). In Indonesia, we're committed to reducing average sugar per 100ml by 35% by 2025 (vs 2015); and by 20% by 2025 (vs 2015) in New Zealand.

In Indonesia, we have reduced the amount of sugar in 21 products since 2015 and have made similar changes to 27 products in Australia and 11 products in New Zealand since 2015. We are also making good progress in many of our other markets. We measure the sugar content of our portfolio of drinks across all of our markets and will continue to reduce the sugar content of our drinks and launch new low or no calorie products.

59

reformulated products in Australia, Indonesia and New Zealand since 2015 to reduce sugar content.

How are you increasing your focus on low or no calorie drinks?

In Europe, we're aiming for 50% of our sales to come from low or no calorie drinks by 2025. Over the past year, we've continued to encourage people to reduce their daily sugar intake, raising awareness of our low-calorie drinks via our point-of-sale communications and by promoting low and no sugar options via our menu deals.

In API, we're introducing and promoting more low and no sugar drinks with a focus on zero sugar sparkling drinks. This includes the promotion of Coca-Cola No Sugar in remote Indigenous communities in Australia in respectful collaboration with our retail partners and their communities.

LOW AND NO CALORIES

Products sold that are low or no calorie

Europe

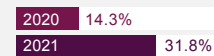


API^(A)

Australia



Indonesia



New Zealand



^(A) The acquisition of API completed on 10 May 2021. The API sustainability metrics are presented on a full year basis for 2021 and 2020 to allow for better period over period comparability.



02 GIVING CONSUMERS MORE CHOICE

How are you increasing consumer choice?

Our portfolio includes carbonated and still soft drinks, energy drinks, ready-to-drink teas, organic soft drinks, beverages with nutritious benefits, coffee and alcohol. We offer consumers a wide range of drinks for every taste and occasion, including drinks with or without sugar. Our range of Coca-Cola brands also provide consumers with a wide choice of flavours.

In 2021, we launched a refreshing new recipe for Coca-Cola Zero Sugar (Coca-Cola No Sugar in some countries) across Europe and API. The recipe is the result of many years of innovation and delivers a new, improved taste that's as close as possible to Coca-Cola Classic – without sugar. We plan to launch it in **New Zealand** in 2022.



In 2021, we launched Ocean Spray Pink in France, a sparkling juice blend with the flavour of cranberries which offers a light and refreshing taste. In Portugal, we also launched Fanta Guaraná, the first zero sugar guaraná flavoured beverage in the market.

We've also continued to expand our coffee portfolio across Europe with the launch of Costa Coffee in **Belgium, Norway** and **Spain**, following its launch in **Germany** in 2020.



What progress have you made in offering smaller pack sizes?

We are working to provide a greater range of smaller, more convenient packs (e.g. 250ml) that can be enjoyed at home or on the go and which make it easier for consumers to control their sugar intake.

4%

In Europe, 4% of our sparkling soft drinks are sold in packs of 250ml or less, compared to 3.7% in 2020.

In Europe, we have introduced recommended portion-size labelling on all our 500ml soft drink packs. In **Australia** we now sell small packs in 96% of grocery stores and 86% of petrol and convenience stores. In **New Zealand**, 100% of petrol stores and 97% of grocery stores offer small packs. In **Indonesia**, we offer consumers a 250ml size pack in several products, such as Coca-Cola, Fanta and Sprite.

Do you sell organic, fairtrade-certified or rainforest alliance-certified drinks?

People want a greater variety of drinks, including those made from natural and sustainably-sourced ingredients.

Together with TCCC and other franchisors, we have broadened our range of organic drinks that include ingredients that are sustainably sourced. In Europe, we have 25 organic products in our drinks portfolio, making up 0.2% of our total sales volume. In **New Zealand** our Most brand includes six products which contain certified organic fruit and don't feature any preservatives, artificial flavours or colours.



2.6% of our total sales include Fairtrade certified or Rainforest Alliance certified™ ingredients. For example, since June 2020, all Honest Bio teas have been Fairtrade certified and organic. Our CHAQWA coffee beans are also Fairtrade certified. All Fuzze Tea products are certified with the Rainforest Alliance Certified™ 'green frog' seal, confirming that the tea has been sourced sustainably from Rainforest Alliance Certified™ tea producers. This means that we meet the rigorous criteria of their Sustainable Agriculture Standard. In addition, our RTD Costa Coffee is also Rainforest Alliance certified™. Our coffee brand Grinders in Australia is now Rainforest Alliance certified™, supporting more sustainable practices for about two million farmers in 63 communities.

In **Australia**, we distribute a range of premium spirits as part of our partnership with Beam Suntory. In **New Zealand** our capability includes the brewing, distilling, roasting, marketing and distribution of premium alcohol and coffee brands which complement our market-leading non-alcoholic beverage range. Our alcohol portfolio in **New Zealand** includes recognised brands such as Jim Beam, Makers Mark and Canadian Club in addition to local craft beer, Fortune Favours.

In **Fiji** our alcohol portfolio includes our international award winning rums, Ratu & Bati and Fiji's favourite beers, Fiji Gold and Fiji Bitter.

Do your drinks contain alcohol?

We offer a choice of drinks suited to different moments and occasions, including alcohol, which represents 0.1% of our sales volume in Europe.

In Iceland, our Akureyri facility near the Arctic Circle produces Viking beer, and brews other beers under licence. In November 2020, we partnered with TCCC to launch Topo Chico hard seltzer, our first global alcoholic drinks brand, in GB and the Netherlands: a sparkling water with alcohol and natural flavours. The brand is now available across the majority of our territories in Europe.



03 PROVIDING CLEAR NUTRITIONAL INFORMATION

How do you help consumers make informed choices?

We're committed to providing clear and transparent nutritional product information, including detailed sugar and calorie content. We align with all global and local legislation and support colour-based interpretive product labelling across the EU.

We pioneered Guideline Daily Amount (GDA) labelling on our drinks in Europe in 2009 and now also feature front-of-pack, colour-coded labelling in the UK. In other markets such as **Belgium, France, Luxembourg and the Netherlands** colour-coded labelling is available on our sparkling soft drinks.

In all our territories, where front-of-pack labelling isn't an option (for example on returnable glass bottles), nutritional information is available on our websites.

All our larger bottles sold in Europe, Australia and New Zealand feature a servings per pack icon, to show how many 250ml portions are in a multi-serve pack.

95.7%

of our products in Europe now carry GDA labelling.



Australia, New Zealand

In Australia, we adopted the voluntary front-of-pack Health Star Rating on all our non-alcoholic drinks. The labelling system rates the nutritional profile of our drinks and helps consumers make healthier choices. In New Zealand, as part of our commitment to help Kiwis consume less sugar, we are committed to rolling out the voluntary Health Star Rating on our packaging.



04 RESPONSIBLE MARKETING

How do you market your drinks responsibly?

Our clear policies and guidelines ensure we advertise and promote our drinks responsibly. Through our Responsible Sales and Marketing Principles, we provide clear guidance on how our products should be marketed. In 2021, we updated these principles, which apply to all of our brands, including all products manufactured or sold by CCEP. The principles also cover all media formats, point-of-sale materials and all of our packaging. They provide guidance to ensure that we are honest and transparent in everything we do, that we never mislead consumers and that we take every opportunity to help consumers make informed choices about what they drink.

What are your policies on marketing to children?

We respect the role of parents and caregivers as the primary decision makers of what children drink. Together with TCCC, we have a long-standing policy not to advertise or market any of our products to children under 12. As of 2022, we have raised this to include children under 13.

We play a proactive role in leading local industry coalitions to strengthen our actions, with a particular focus on the rapidly evolving digital and social media environment and school policies. We also participate in audits by external organisations that monitor our advertising to ensure our compliance with regulations.



Through UNESDA, we're committed to not advertising in printed media, on websites or during broadcast programmes aimed specifically at children under 13. We don't undertake promotional activities aimed at children under 13 and we never

provide free samples to this age group, unless an adult or caregiver is present and provides permission. Since 2017, together with UNESDA, we have committed to only sell products which are low or no calorie directly in secondary schools (i.e. schools with pupils from age 12 to 18) and to ensure a commercial-free school environment across Europe.

In **Indonesia, Papua New Guinea, Fiji and Samoa** we do not direct any media marketing activity, from any source, to children under the age of 13. In **New Zealand** the Children and Young People's Advertising Code requires that advertising for our products must not target children below the age of 14, or be placed in any media where children are likely to be a significant proportion of the expected average audience. In **Australia**, as a signatory to a wide responsible marketing pledge, led by the Australian Beverages Council, no advertising is directed to children and young people under the age of 15.



How do you promote responsible alcohol consumption?

Our responsible marketing principles encourage responsible drinking and comply with all relevant laws, regulations and industry codes on the marketing and sale of alcohol.

Where we distribute drinks that contain alcohol, we respect the local code of practice for responsible marketing and promotion, including messaging on responsible drinking and marketing products in channels, such as hospitality, where consumers are adults over local legal purchase age. Our non-alcoholic drinks are

often consumed on social occasions where alcohol is involved and can be mixed with alcoholic beverages.

In API, we adhere to local industry voluntary commitments such as the Alcohol Beverages Advertising Code and DrinkWise, Australia's voluntary labelling guidelines.



New Zealand

In 2016, we launched the Designated Driver Programme. During the festive season between November and January, we provide registered Coca-Cola Designated Drivers free non-alcoholic drinks at participating venues across the country. Over 6,000 people have taken part in the programme since 2016.

How do you train and educate your people on responsible marketing and your products?

Through our Responsible Sales and Marketing Principles, we provide clear guidance on how our products should be marketed and ensure our marketing and commercial teams are well informed.

Our induction programme aims to instil pride and educate our people about our brands, what they stand for and what ingredients they contain. The programme reaches all new employees through different channels in every workplace setting, including field sales, manufacturing, distribution and office based employees.

Through our internal communication platforms, Redline in Europe and Workplace in API, we continually update people about our brands and products, including information about how we are improving the sustainability credentials of our products.

05 SAFETY AND QUALITY OF INGREDIENTS

Where do you develop new products, sustainable packaging concepts and other technologies?

CCEP is one of the world's largest independent bottlers of Coca-Cola products. We manufacture and distribute products designed and formulated by TCCC and other brand-owning companies. We use our position to influence our brand owner partners to innovate and create new products to meet consumer needs.

TCCC's second-largest innovation centre is based in Belgium, where products for Europe, the Middle East, Africa and part of South Asia are developed. We do not have our own research and development centre, but we develop new innovative packaging concepts and help to install environmentally friendly industrial technologies to produce our products.

How do you ensure your products are safe for consumption?

We incorporate The Coca-Cola Operating Requirements (KORE), which define operational controls and prioritise sustainable sourcing of ingredients. All CCEP production facilities are certified to the internationally recognised food safety standard, FSSC 22000. In addition, in line with our commitment to world-class health and safety, all of our European and Indonesian production facilities are OHSAS 18001/ISO45001 certified.

All CCEP employees have a responsibility to ensure that we only supply safe products by following the relevant policy guidelines, procedures and processes at our manufacturing sites and throughout our entire supply chain.



How will I know if a drink contains ingredients that are genetically modified or derived from genetically modified organisms?

We know consumers place their trust in us every time they drink our beverages. That's why we have an uncompromising commitment to the safety and quality of our products, and only use ingredients that are safe and approved for use by globally recognised authorities.

A number of organizations have examined the use of genetically modified (GM) plants and concluded they are safe, including the World Health Organization, the U.S. Food and Drug Administration and the U.S. National Academy of Sciences.

In all the countries that we operate, we follow all labelling requirements set by EU or local regulators such as Food Standards Authority of Australia & New Zealand (FSANZ).

Do you use additives in your drinks?

The food additives we use have been approved as safe by globally recognised authorities, including the Joint FAO/WHO Expert Committee on Food Additives (JECFA), the European Food Safety Authority (EFSA), and the United States Food and Drug Administration (U.S FDA) and Food Standards Australia & New Zealand (FSANZ).

We only use additives in our drinks when they are needed for preserving, colouring, sweetening or balancing acidity. We provide information about the ingredients used in our beverages, including any food additives, so people can make informed choices for them and their families.