



## Media Release

20 December 2018

### **‘Mount Franklin’ new flavoured water for kids – tasty hydration for the little generation**

‘Mount Franklin’ is making water more exciting and fun for kids, launching a new range of pure Australian spring water, with just a hint of natural flavour, and with no sugar, no sweeteners and no preservatives.

The new Mount Franklin range features three crowd pleasing natural fruit flavours – Pineapple, Apple and Lemon & Lime, in a 250ml bottle with a pop-top cap for convenience on-the-go.

While drinking water is part of Australians daily routine, more than half of all Aussies are not drinking their Recommended Daily Intake.<sup>1</sup> The NSW Department of Health’s “Healthy Kids” website advises the daily recommended fluid intake for young people is between 1 and 1.5 litres.<sup>1</sup>

Gaëlle Boutellier, Director Strategy & Marketing, Coca-Cola Amatil said this innovation was perfect for parents seeking a no sugar, flavoured drink that is good to keep little ones refreshed this summer, coupled with the confidence of purchasing from Australia’s favourite and most trusted water brand.<sup>2</sup>

“Parents are clear they want great tasting flavours without sugar, sweeteners and preservatives to help increase kids water consumption, Mount Franklin Kids delivers on this opportunity, in time for summer and in a perfect kid-sized 250ml bottle with a convenient pop-top cap.” Ms Boutellier said.

“All Mount Franklin bottles are recyclable. We encourage Aussies to recycle their bottles, so they can have another life, by taking it to a container deposit collection point, placing it in the home curb-side recycle bin or in clearly marked public recycling bins.”

The Mount Franklin Kids product features the recently launched Aussie-innovation ‘pop-top’ SyLon closure. This closure was developed at Coca-Cola Amatil’s Eastern Creek facility and has all three components made of the same high-density polyethylene material which creates a cleaner recycling stream. The bottle and closure are 100% recyclable.

Mount Franklin Kids is available now across Australia in 250ml bottles (\$2.30 Recommended Retail Price each).

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**About Coca-Cola Amatil:** Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company’s beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 13,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to more than 270 million potential consumers through more than 950,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders. [www.cccamatil.com](http://www.cccamatil.com).

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<sup>1</sup> <https://www.healthykids.nsw.gov.au/kids-teens/choose-water-as-a-drink-kids>

<sup>2</sup> Source: Digital Edge Brand Health Tracker 2018, Total Pop. n=4,290