

# Introducing Coca-Cola's New Summer Ready Cans

## FACT SHEET



### Summer Tastes Better With Coca-Cola

### What are the Coca-Cola Summer Ready Cans?

Embracing the season, the Coca-Cola Summer Ready Cans hit the shelves recently in six unique designs emblazoned with summer-centric images that capture the essence of summer in Canada.

### Thermochromic Can

When a Thermochromic can is chilled, the metal deco ink will change colours and indicate when the beverage is ready to drink. The Coca-Cola 355mL can has a white contour bottle that changes to red when your Coca-Cola is summer ready.

### Front-of-Package Calorie Information

The Coca-Cola Company is committed to providing clear and prominent calorie information on the front of product packages so that it's even easier to see, at-a-glance, the number of calories that are provided by a product. We were the first global beverage company to commit to including calorie information on the front of nearly all our packages by the end of 2011. The new Summer Ready can will have the number of calories per can on the front of the package.

### Packaging and Availability

Launched June 27 – September 5 – only available between Canada Day and Labour Day! The cans are available in 8-pack, 12-pack, 18-pack, 24-pack and 32-pack.

The 12-pack features a removable recipe card for “Easy Coca-Cola BBQ Chicken” and directs consumers to [iCoke.ca](http://iCoke.ca) for additional Coca-Cola Summer Recipes.

### Pricing

Pricing will vary based on the individual retailer and where the “Coca-Cola Summer Ready Cans” are sold.

### Design

The limited edition Coca-Cola Summer Ready Cans hit the shelves recently in six unique designs– including a BBQ grill, deck chair, canoe, mountains, tire swing and a guitar by a campfire – on 355mL Coca-Cola 12-pack cans.

**For more information** contact Brock Penner, APEX Public Relations, on behalf of Coca-Cola Canada:  
Email: [bpenner@apexpr.com](mailto:bpenner@apexpr.com) Office: 416-924-4442 x226