



Mr Todd Harper  
Executive Director  
Cancer Council Victoria  
1 Rathdowne St  
Carlton Vic 3053

10 September 2013

Dear Mr Harper

Thank you for your interest in our announcement on commitments to help address obesity in Australia, we appreciate your feedback. Obesity is a serious and complex global health problem that requires the collective efforts of everyone – individuals; academia; professional societies; communities; businesses and governments – to solve. And that includes Coca-Cola South Pacific.

For our part we are committed to providing people with choices, as well as encouraging them to be more active, more often, and enjoy our drinks as part of a balanced diet and lifestyle. Whilst we have only recently announced these commitments, they support the efforts we have been working on over the past decade – many of which address the points you raise in your letter.

To reiterate, the four business commitments we recently announced and which will apply everywhere we operate throughout Australia are:

- **Increasing the availability of our smaller portion sizes.**
- **Offering more low kilojoule beverage options.**
- **Providing transparent nutritional information in more places.**
- **Helping get people moving by supporting physical activity programs.**

Already we have taken a number of important steps, including introducing smaller portion sizes, to provide consumers with choice. Today our smaller packs (<250mls) are available in 80% of supermarkets\*, and we continue to work to increase their availability.

Our broad portfolio now includes nearly 60 low- and no-kilojoule beverages, representing nearly 25 per cent of our portfolio and we will continue to develop and invest in low-kilojoule alternatives in Australia for our beverage range. Coke Zero for example was one of our most successful product launches and now along with Diet Coke, two of our three top selling carbonated soft drinks are low kilojoule.



To help consumers make informed choices, we were one of the first in our industry to introduce front-of-package kilojoule information, back in 2007. And we are working to do more by placing this information on our vending machines.

We respect and support the primary role that parents, guardians and other caregivers play in the broad range of decisions affecting the lives of young children, including choices about diet and lifestyle. That's why as a Company, we follow a strict global policy to not target our advertising to children younger than 12 years of age. This policy applies to all of the Company's beverages and all media outlets, including television, radio and print, and where data is available, internet and mobile phones. We also have a policy of not supplying regular kilojoule soft drinks to primary schools and abide by school canteen guidelines in both primary and secondary schools.

Lastly, to encourage active healthy living and inspire people to get moving we will be launching a cycling program towards the end of the year. The program involves a partnership with not-for-profit community organisation, the Bicycle Network and is designed to improve physical activity levels by increasing access to bikes and motivating participants to get riding.

We don't have all the solutions today but we take seriously our long term commitment to help address obesity and will continue to strive towards workable solutions. We look forward to reporting on our progress and welcome ongoing dialogue with you.

Yours sincerely,

A handwritten signature in black ink that reads "Phil Roberts". The signature is written in a cursive, slightly slanted style.

Phil Roberts

Commercial and Franchise Director

Coca-Cola South Pacific