

Know the
facts about
the soft
drinks tax.



Coca-Cola
EUROPEAN PARTNERS

In association with
betterRetailing.com

What is the soft drinks industry tax?

The soft drinks tax, which comes into effect in April 2018, will be applied to soft drinks containing added sugar above a certain threshold. 18p per litre will be added to soft drinks containing 5-<8g of added sugar per 100ml, and 24p per litre to soft drinks containing 8g+ of added sugar per 100ml. The soft drinks tax does not apply to pure fruit juice (like Appletiser), no added sugar drinks (like Coca-Cola Zero Sugar), or drinks with a minimum of 75% milk content.



5-<8g of added sugar per 100ml*



8g+ of added sugar per 100ml*

How much tax is that per pack?



330ml

500ml

1.5l

Higher Rate	£0.08	£0.12	£0.36
Lower Rate	£0.06	£0.09	£0.27

How much tax is that per case?



24 x 330ml

24 x 500ml PET

6 x 1.5l

Higher Rate	£1.91	£2.88	£2.16
Lower Rate	£1.43	£2.16	£1.62

NB: Please note there is also VAT added to the value of the soft drinks tax which is excluded here.

What changes are Coca-Cola European Partners making?

95% of our products will be exempt from the soft drinks tax except for Coca-Cola Classic and Monster Green. We have no plans to change the recipes of Coca-Cola Classic and Monster Green so both will be subject to the soft drinks tax from the 6th April.

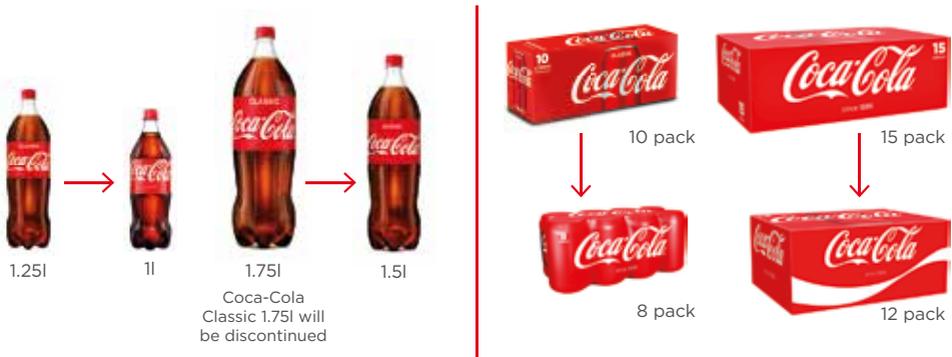
What does this mean for our Price Marked Packs?

To ensure consumers can still enjoy the great taste of Coca-Cola Classic and Monster Energy, without changing the recipes they love, new Price Marked Packs will be available in time for the 6th April.**



What does this mean for our Coca-Cola Classic future consumption packs?

Shoppers love the taste of Coca-Cola Classic, so to make the brand as affordable as we can when the Government's soft drinks tax comes into place on 6th April 2018, some packs of Coca-Cola Classic will be smaller.



*Doesn't include pure fruit juice, no added sugar drinks or drinks with 75% milk content.

Retail pricing is at the discretion of the retailer *Source: Nielsen MAT W/e 31.12.17

What do I need to do?

3 Easy Steps we would recommend to get ready for the soft drinks tax.

1. Passing on the tax

There is no legal requirement to pass the soft drinks tax onto shoppers. However, the Government and policymakers have made it clear that they expect to see a price difference between products that contain sugar and those that have a low or zero sugar content. Ultimately, all pricing is at the discretion of you, the retailer.

FACT Lower and zero sugar soft drinks are currently driving category growth.**

2. Offer choice at the fixture

Don't reduce space given to your current best sellers, shoppers still want choice. Place your lower and zero sugar soft drinks next to great tasting original variants. Ensure you always have the equivalent Coca-Cola Zero Sugar and Diet Coke packs next to Coca-Cola Classic and Monster Ultra next to Monster Green.



FACT In 2018 we will be spending over £25m to support our lower and zero sugar Coke ranges.

3. Excite shoppers with new lower and zero sugar NPD

Review your range and remove the slowest selling lines to make space for new lower and zero sugar variants including new Coca-Cola Zero Sugar Peach, Diet Coke Exotic Mango and Diet Coke Feisty Cherry.



FACT 95% of our much loved range of lower and zero sugar products are soft drinks tax exempt. Stock up now on the exempt range below.

To find out more visit www.cokecustomerhub.co.uk
or call our Customer Hub on 0808 1 000 000

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