

Coca-Cola's Mexican Industry abides by the NOM-051 and applies new labels

- **Starting today, the non-returnable packaging of the products of all its brands abide by the norms established by the Mexican authorities.**
- **Additionally, it will promote actions to support a healthier Mexico.**

Mexico City, October 1st, 2020 – In line with the new timetable established by the law, the Coca-Cola Mexican Industry (IMCC) has worked since months ago so that today its non-returnable packaging have the labels established by the Official Mexican Norm NOM-051- SCFI/SSA1-2010 (NOM-051).

Since more than 94 years ago, the Coca-Cola Mexican Industry contributes with shared initiatives that collaborate with the development of the country and the wellbeing of society.

With the objective of continuing as an ally to solve the challenges of public health in the country, since the publication of the NOM-051, the IMCC worked in the necessary adequations to fulfill it appropriately, aligning themselves with the established laws and its commitment to give clear and opportune information to consumers. In the same sense, we know that no action by itself will solve the root cause, which is why we will continue promoting integral actions to help address the problems of obesity and overweight in the country.

Additionally, we are working on actions to promote a healthier Mexico based on four pillars: portfolio extension, reduction of the caloric print, the offer of a wide variety of options and portions, as well as the promotion of information campaigns and nutrimental education.

The IMCC has modified its portfolio and reformulated its products, reducing the amount of sugar in an additional 25% and currently 66% of the more than 80 brands that it commercializes are low in calories or do not have any, which represents a 20% more than in 2018. The communication campaigns that it promotes show the variety of options and portions it offers, according to the needs of each person and favoring the consumption of low-calorie beverages.

Its interest is in promoting good decision-making through information about hydration and nutrition, giving clear and concise information about the content of sugar, fat and sodium in all its products.

Considering that a public health issue such as obesity and overweight must be addressed from a multifactorial scheme, the Coca-Cola Mexican Industry is committed with all Mexicans to work towards this goal, along with all of society, so that we move Mexico forward, which is why we reaffirm our disposition to dialogue with authorities and society to develop integral long-term solutions.

About the Coca-Cola Mexican Industry (IMCC)

The IMCC is formed by Coca-Cola Mexico, more than eight bottling groups: Arca Continental, Bebidas Refrescantes de Nogales, Bepensa, Corporación del Fuerte, Corporación RICA, Embotelladora del Nayar, Coca-Cola FEMSA, and Jugos del Valle-Santa Clara, proud Mexican companies, which, since 94 years ago, share the culture and quality that distinguish The Coca-Cola Company.

The IMCC responds to the different lifestyles of Mexicans, offering a beverage portfolio that includes more than 80 different brands for the different moments of the day; among them Coca-Cola, AdeS, Powerade, Sprite, Santa Clara, Jugos Del Valle, Ciel, and Sidral Mundet. 45% of our products are low in sugar or sugar-free and we have 260 presentations with less than 100 calories.

Committed with making a positive difference, we develop initiatives that promote the wellbeing, as well as the socioeconomic development of communities, and are nowadays one of the major employers in the country, contributing 1.4% of the GDP.

Learn more at www.coca-colamexico.com.mx Follow us on Twitter: @SomosCocaCola and Facebook: SomosCocaCola.

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