



MEDIA RELEASE

Coca-Cola Amatil becomes a signatory to the Alcohol Beverages Responsible Alcohol Marketing Code

The Management Committee of the Alcohol Beverages Responsible Alcohol Marketing Code (ABAC) today announced that Coca-Cola Amatil has become a signatory to the Code. Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol beverages, alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region.

Coca-Cola Amatil's alcohol business operates in Australia, New Zealand, Fiji and Samoa. Thanks to its partnerships with a number of global and local brand partners, its multi-beverage portfolio includes famous international brands like Jim Beam, Canadian Club, Coors and Miller, to emerging, locally crafted brews like Yenda beer and Pressman's cider.

Chair of The ABAC Scheme Ltd, the Hon Alan Ferguson, said today that "the involvement of Coca-Cola Amatil, as a large manufacturer and distributor of alcohol products in Australia, was very much welcomed by the ABAC Management Committee".

In becoming a signatory, Amatil will follow the ABAC Responsible Alcohol Marketing Code, commit funding toward the scheme and will participate in the service for checking of proposed advertisements or packaging of products.

Amatil joins a large number of alcohol marketers, representing well over 90% of alcohol advertising in Australia, that have committed to the objectives of the Code to ensure that alcohol advertising does not encourage irresponsible or unsafe consumption or consumption by underage persons.

ENDS.

For further information contact:

The Hon Alan Ferguson, Chair for The ABAC Management Committee 0419 836 507

or Nicki Drinkwater, Public Affairs & Communications Manager, Alcohol & Coffee, Coca Cola Amatil, 0451 944 434

Background:

The ABAC Responsible Alcohol Marketing Code regulates the content of alcohol marketing (including packaging) in Australia. Subject to regular reviews, the Code reflects community expectations and changes in the media and advertising industries.

The Alcohol Advertising Pre-vetting Service provides independent, confidential advice to advertisers on whether proposed marketing communications comply with the Code. This service is offered on a 'user pays' basis.

The ABAC Adjudication Panel, headed by the Chief Adjudicator, Professor the Hon Michael Lavarch AO, considers public complaints about alcohol marketing communications that fall within the jurisdiction of the Code. The Panel and its deliberations are independent of the Management Committee and the broader alcohol and advertising industry.