

## **Australia's Responsible Alcohol Marketing Scheme**

2 September 2021

### **Coca-Cola South Pacific becomes a signatory to Alcohol Marketing Regulator**

The Management Committee of the Responsible Alcohol Marketing Code (ABAC) today announced that Coca-Cola South Pacific has become a signatory to the Code.

Coca-Cola South Pacific is set to launch Topo Chico® Hard Seltzer, a new beverage that blends sparkling water with alcohol. This will mark the Company's entry into the alcohol market in Australia.

Independent Chair of ABAC, Harry Jenkins AO, said the involvement of beverage leaders Coca-Cola South Pacific, is very much welcomed by the ABAC Management Committee.

"Taking this step shows a strong commitment to responsible alcohol marketing practices. Coca-Cola South Pacific joins a large number of alcohol marketers (representing 93% of alcohol producer and distributor and 59% of alcohol retailer advertising media spend 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 under 18s."

Rob Priest, Vice President, Coca-Cola South Pacific said: "In becoming a signatory, Coca-Cola South Pacific will abide by 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. Globally, The Coca-Cola Company adheres to a strict Global Responsible Marketing Policy to ensure that the company grows their alcohol brands, such as Topo Chico® Hard Seltzer, in a responsible and sustainable way. This policy includes championing responsible consumption and marketing that does not appeal to people under the legal purchase age (LPA)."

More information about ABAC is available at [www.abac.org.au](http://www.abac.org.au).

**ENDS.**

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