

News Release

*The Coca-Cola Company*

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FOR IMMEDIATE RELEASE

THE COCA-COLA COMPANY BEGINS MARKETING

NEW PROTEIN BEVERAGE

PARAMARIBO, SURINAM, July 27, 1970 -- Continuing its development of protein beverages, The Coca-Cola Company announced today that it has developed and begun marketing its second protein-containing beverage. The product is being produced and distributed under the trademark, Samson. The bottling and distribution of Samson is being handled by I. Fernandes & Son Bottling Co. N.V., the authorized Coca-Cola bottler in Surinam (an autonomous territorial unit of The Kingdom of the Netherlands in South America).

The introduction and marketing of Samson is being handled by The Coca-Cola Export Corporation, a subsidiary of The Coca-Cola Company.

Beginning in 1968, this international beverage firm has been test marketing **Saci**, its first protein-containing beverage in the suburbs of Rio de Janeiro, Brazil. Both chocolate and caramel flavors are being sold.

According to the **announcement** today by John Talley, President of The Coca-Cola Export Corporation, Samson has a fruit punch flavor with vanilla **overtones** and its protein content is derived from milk. The new beverage provides 2 percent protein (4 grams per bottle) and contains seven essential vitamins.

Samson is being marketed in a **200-cubic** centimeter (approximately 7 ounces) clear glass bottle. The beverage is sterilized, non-carbonated,

(more)

Some of **our most** frequently used trademarks are:

Coca-Cola • Coke • Sprite • Tab • **Fresca** • Fanta • Minute Maid • Snow Crop • Hi-C • Maryland Club • Butter-Nut • Admiration • Real Gold • Thomas J. Webb • Huggins Gourmet • Mocha Java\*

and has a viscosity approximating that of the usual soft drink.

Dr. Alex Malaspina, vice president and manager. of the nutritional beverage project for The Coca-Cola Export Corporation, said that caramel flavored **Saci**, introduced in May of 1969 in the Rio suburbs, is enjoying favorable acceptance. **Saci** is being sold both through cold-bottle outlets and industrial catering services.

"In addition to these two non-carbonated protein-containing beverages, **Saci** and Samson," Dr. Malaspina said, "The Coca-Cola Company is also vigorously exploring the development of nutritious protein beverages which can be carbonated and combine all the taste characteristics of carbonated soft drinks. A long-range objective of the Company's food scientists is to develop a variety of good-tasting nutritional beverages which would be compatible with the different consumer food preferences around the world, In support of this objective, every effort will be made to utilize locally available protein sources."

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