

foodwatch e.v. · brunnenstraße 181 · d-10119 berlin

The Coca-Cola Company
Attn: Muhtar Kent
P.O. Box 1734
Atlanta, GA 30301, USA

Berlin, 16 October 2015

Re: Coca-Cola's commitment to transparency

Dear Mr Kent,

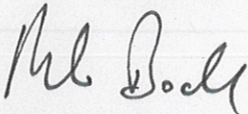
We have followed your public statements on public health and the role of Coca-Cola in the global obesity epidemic with great interest.

As a consumer rights organisation, we highly appreciate Coca-Cola's commitment to transparency in its funding of organisations and scientific research focused on health-related issues. Unfortunately, the recently published list of health and well-being partnerships and research activities Coca-Cola has funded in the past five years does not mention any research or partnerships outside of North America.

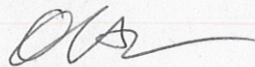
Therefore, we ask that you please direct Coca-Cola Europe to publish a similar list of all health and well-being partnerships and research activities that the Coca-Cola Europe Group (CSE, NEWN, Germany, Iberia) has funded in the past five years.

We thank you in advance and look forward to your response.

Yours sincerely,



Thilo Bode
Director



Oliver Huizinga
Campaigner

Oliver Huizinga (foodwatch)

Von: info@foodwatch.de
Gesendet: Dienstag, 10. November 2015 14:25
An: Oliver Huizinga (foodwatch)
Betreff: WG: Your letter of 16 Oct 2015

Von: Nikolaus Tacke [mailto:██████████@coca-cola.com]
Gesendet: Montag, 9. November 2015 16:48
An: info@foodwatch.de
Cc: Patrick Kammerer
Betreff: Your letter of 16 Oct 2015

Dear Mr. Bode and Mr. Huizinga,

Thank you for your letter of 16 October regarding Coca-Cola's commitment to transparency. As we have previously stated, we want to be open about our funding of academic research and support of third party organisations.

We rely on scientific research to make decisions about our products and ingredients and commission independent third parties to carry out this work. We also believe we have a role to play in helping tackle obesity and have made public commitments to do so.

We have taken steps to help people reduce their sugar and calorie intake from our drinks – through reformulation, the introduction of smaller packs and by investing more in marketing our no sugar options. In addition we are committed to supporting local community programmes to get people moving. All of this work involves meetings and partnerships with a range of third parties, including academics, healthcare professionals, NGOs, charities and Government.

In the US, we recently published a list of health and well-being partnerships and research activities we fund there, dating back to 2010. We will be following this initiative to inform and improve our approach in markets across Europe, to ensure the work we do in this area is easy to access and understand for anyone who wishes to see it.

Yours sincerely,
Nikolaus Tacke



Dr. Nikolaus Tacke, Public Affairs and Government Relations Director, Europe

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Coca-Cola Services S.A. · Chaussée de Mons 1424 · B-1070 Brussels · Belgium · VAT BE 0462525791 RPM/RPR Brussels

EU Transparency Register No. [00475641564-03](#)



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Oliver Huizinga (foodwatch)

Von: Oliver Huizinga (foodwatch)
Gesendet: Mittwoch, 2. Dezember 2015 12:05
An: [REDACTED]@coca-cola.com'
Cc: [REDACTED]@coca-cola.com'
Betreff: AW: Your letter of 16 Oct 2015

Dear Dr. Tacke,

Thank you very much for answering our letter regarding the disclosure of health-related funding by Coca-Cola in Europe.

We appreciate your decision to follow the transparency initiative of Coca-Cola North America. As we understand, you are planning to publish a list of all funding the Coca-Cola Europe Group provided for health and well-being partnerships as well as scientific research between 2010 and 2015.

We call on you to make the respective list for Europe available in the same way you recently did for North America until the end of January 2016.

Yours sincerely,

Oliver Huizinga
Campaigner

Von: Nikolaus Tacke [[mailto:\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)]
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Yours sincerely,
Nikolaus Tacke



Dr. Nikolaus Tacke, Public Affairs and Government Relations Director, Europe

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