

HAHAHAHA

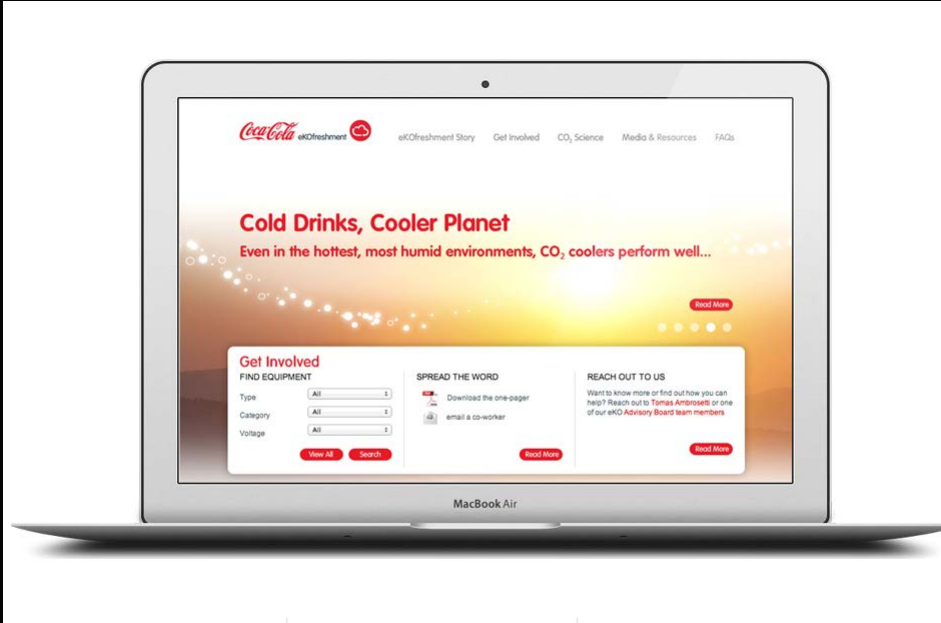




Fizzzzz



Pssshht



Sustainable refrigeration is a big part of TCCC's climate strategy

As a global company, Coca-Cola is always working to make a positive, lasting difference around the world. [Read More](#)

Get Involved

FIND EQUIPMENT

Type:

Category:

Voltage:

[View All](#) [Search](#)

SPREAD THE WORD

Download the one-paper

email a co-worker

[Read More](#)

REACH OUT TO US

Want to know more or find out how you can help? Reach out to Tomas Ambrosek or one of our eKO Advisory Board team members

[Read More](#)

Our services range from web design, mobile app development and presentation services to copywriting, photography and video production. Browse our full list of services to learn more - or, if you have a specific project request (maybe even something that's never been done before), feel free to email or call us to pick.

The numbers

- CO₂ has 1,430 times less global warming potential (GWP) than typical HFC refrigerant gas
- CO₂-powered equipment has been in the marketplace for almost 10 years. It's proven and reliable with an expected lower life-cost
- 103 models are currently certified,
- 332,000 CO₂-powered coolers have been placed globally to date with few, if any, refrigeration failures to date. 75,000 of these units were placed in 2012 alone
- 69% of certified cooler models are more energy efficient than

PICK IT UP,
CLEAN IT UP,
SEA CHANGE!



Join us on **Saturday, September 20, 2014**,
to participate in the International Coastal Cleanup.

International
Coastal
Cleanup®

Coca-Cola



PICK IT UP,
CLEAN IT UP,
SEA CHANGE!

Join us on **Saturday, September 20, 2014**,
to participate in the 25th Anniversary of the
International Coastal Cleanup.

International
Coastal
Cleanup® | 25
ANNIVERSARY

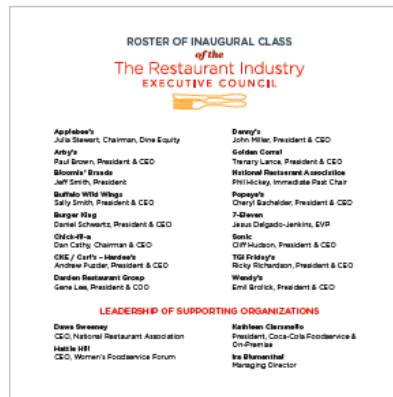
Coca-Cola

FRONT



Black circle tag with the logo. Fork and knife are spot silver (optional). Yellow paper ribbon is threaded through the side slits, behind the circular tag and attached in the back. It's snug, but loose enough to slide off and open the invite.

OUTSIDE COVER



When circle tag and ribbon is pulled off, the logo is still on the cover.



BACK



Yellow paper ribbon attaches in the back of the invite.

INSIDE INVITE



Dear *julia stewart*

The leadership from the supporting organizations (i.e. Hattis Hill, Womens Foodservice Forum, Green Dining, National Restaurant Association, Kathleen Caramello, The Coca-Cola Company) and I am so excitedly look forward to seeing you at the first Restaurant Industry Executive Council meeting on Wednesday, September 22, in Dallas, Texas at the Rosewood Mansion on Turtle Creek.

The response to this important meeting has been very positive. I have taken the liberty of letting your Council member colleagues on the back:

In early August, please expect an outline of the logistical details and registration information you will need for the meeting. A detailed agenda will also be forthcoming. *I think* you'll very much for taking the time to join us in Dallas for what we know will be a very productive session. Once again, success for this enterprise is a council that will *inspire* and *ignite*! (sic), as well as serving as a catalyst for change: email sections, not just dialogue.

I am proud to be serving as the Council's "Managing Director!"

Best wishes,

Iva Blumenthal
iva@trapsa.com | 404-448-2044



In terms of numbers and familiarity, the Coke bottle is the **MOST SUCCESSFUL DESIGN EVER**. "Iconic" is an abused expression, except in a context where it is superlatively justified. The icon has its **CENTENNIAL IN 2015**.

This ambitious new exhibition explains how an apparently simple glass vessel became not only a priceless asset for a global corporation, but also an enduring symbol of **THE AMERICAN DREAM** as well as an inspiration, sometimes reverent, sometimes ironic - to artists and designers everywhere. If you want to understand the meaning of "brand," **START HERE**.



Visitors will be invited to speculate about the **FUTURE** as well as the **CLASSICAL PAST** of the famous bottle. The one thing that's never going to be delivered by electrons is...**AN ICE COLD DRINK**. What's the future of Coca-Cola packaging?

WILL THE CONTOUR BOTTLE BE WITH US FOREVER? Some of the world's outstanding younger generation artists and designers have been asked that very question and answer it here in a dramatic conclusion to a **UNIQUE EXHIBITION**.

Darren Ryan



commerce
& culture

CONTOUR BOTTLE
ART EXHIBIT | 2015

CELEBRATING 100 YEARS



COMMERCE AND CULTURE draws on unique and never-seen-before material from The Coca-Cola Company's own archives, but also includes museum-quality art by **ANDY WARHOL**, **ROBERT RAUSCHENBERG**, **SALVADOR DALI**, **EDUARDO PAOLOZZI**, **PETER BLAKE**, **NORMAN ROCKWELL**, **H.C. WYETH**, **KASIMIR MALEVICH** and **RICHARD PRINCE**.

But this is not a simple corporate history, instead it is an original investigation of how industrial design works in business. At the same time, it is an analysis of how symbols acquire and transmit **MEANING AND VALUE** in popular culture. It is the **ULTIMATE DESIGN STORY**.



THAT STORY BEGINS WITH AN EXTRAORDINARY DESIGN BRIEF: A BOTTLE THAT NEEDED TO BE IDENTIFIED IN THE DARK OR LYING BROKEN ON THE GROUND. And is followed by an extraordinary inspiration: use the drink's ingredients to INSPIRE THE DESIGN. The exhibition is the definitive, documented scholarly source for this often misunderstood story.



But the famous Contour bottle was not the only bold and lasting innovation of **WILEY EINHSTEIN** published in *General Theory of Relativity*, the British Army launched the first tank in the **BATTLE OF THE SOMME**, Ikkū do Montiparasse became the definitive artist's muse, Kafka wrote **METAMORPHOSIS**, Bill placed the **FIRST COAST-TO-COAST "PHONE CALL"**, Kazimir Malevich painted his notorious **BLACK SQUARE** and DW. Griffiths made **BIRTH OF A NATION**. Visitors will see the story history of this Contour bottle in the context of its astonishing cultural peers.



Consistent support with advertising helped ramrattle the world with both the Contour bottle itself, but also with the Coca-Cola Company's immensely persuasive vision of Pax Americana. The exhibition includes the great Coca-Cola imagery created by artists including **HADDON SUNDBLOM** and his pin-up specialist assistant Gil Elvgren, as well as pictures commissioned from **H.C. WYETH** and **NORMAN ROCKWELL**.

But when Pop Artists in the US and Britain promoted the signs and symbols of everyday existence to the status of potent religious imagery, the Contour bottle became pre-eminent. The exhibition includes some of Pop Art's greatest masterpieces by **RAUSCHENBERG**, **PAOLOZZI** and **BLAKE**, but culminates in **WARHOL'S 1962 COCA-COLA NO.3** which sold in New York late 2013 for \$27m.

But the Contour bottle did not just influence painting and prints. Raymond Loewy's 1961 Studebaker Award launched the "**COKE-BOTTLE-CURVE**" as a motif in automobile design, later adapted with more success in Bill Mitchell's 1965 Chevrolet Camaro and Bill Shenk's 1970 Ford Torino. Visitors will see Richard Prince's *Pure Thoughts* of 2007, a sanctified 1970 Dodge Challenger with a Coke-bottle-curve all of its own. In Prince's work, all the connections of commerce and culture, reverence and irreverence, inspiration and appropriation which are Contour culture come together.



But the exhibition also includes an emphatic demonstration of how "**ORGANIC**" design succeeds where more mechanistic inspirations often fail. The poet Samuel Taylor Coleridge believed the best verse had an Internal, "**NATURAL**", starting point: in the same way, the **COCA-COLA POD BECAME THE INSPIRATION** for the bottle through a happy inspiration.

Significantly, the 1915 Contour bottle was a contemporary of buildings by **A ALTO** and **BAUD**, which also used nature as an inspiration. **RAYMOND LOEWY** hinted at the importance of natural curves when in an infamous interview he compared the Contour bottle to Aphrodite Callipygos, which means, quite literally Goddess of Love With Beautiful Buttocks. So often quoted for this memorable observation, a deviant trend in reporting sometimes attributed the design of the bottle itself to Loewy (which, opportunistically, he never actually denied).





DO
SOMETHING
AMAZING

October 18

AOC Conference Room F
7 a.m. - 4 p.m.

November 26

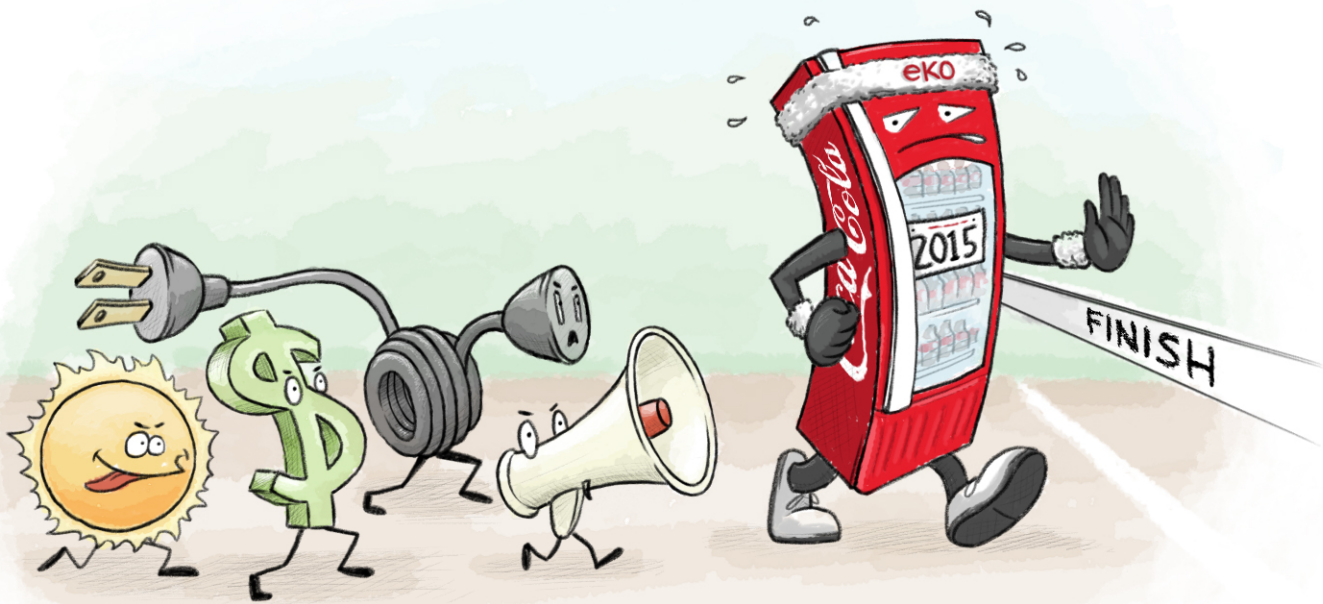
Wildwood Media Center
10 a.m. - 3 p.m.

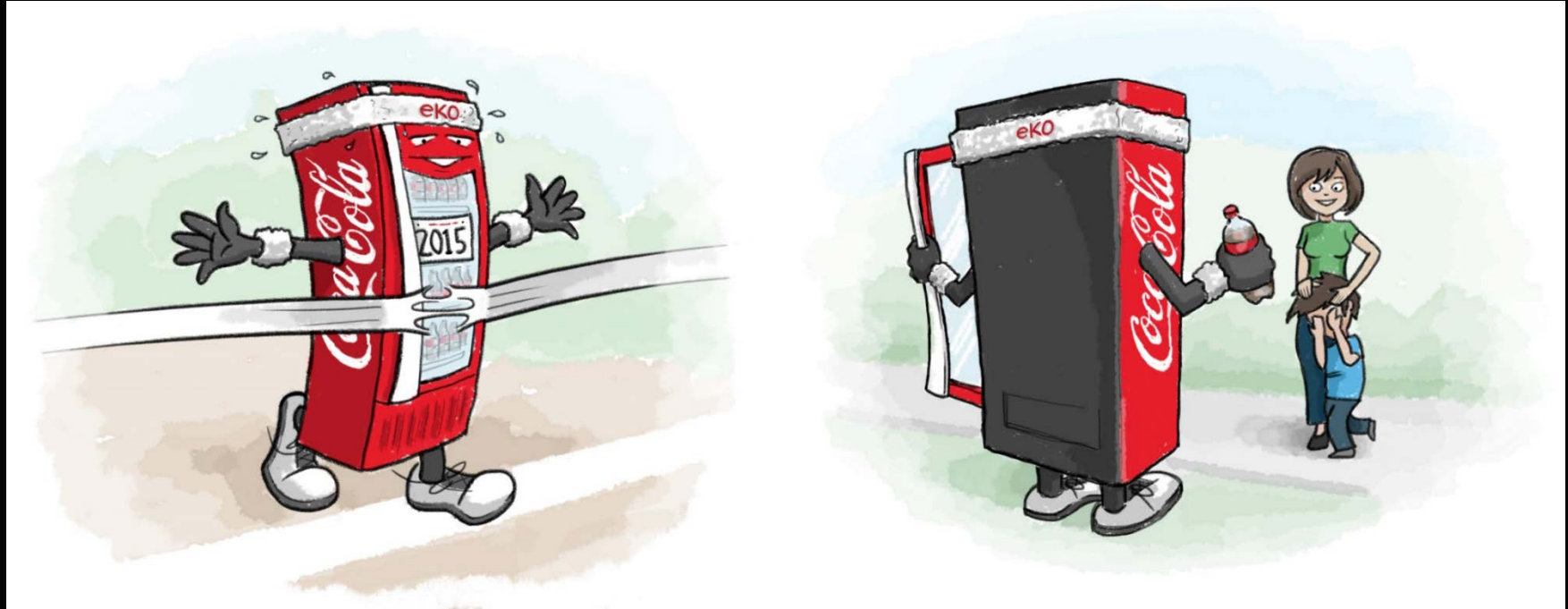
December 18

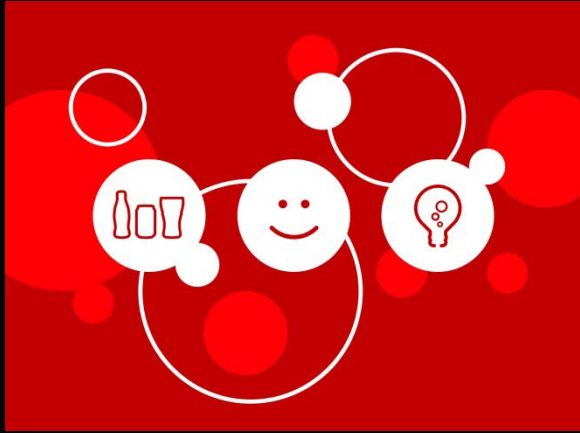
AOC Conference Room F
7 a.m. - 4 p.m.



**American
Red Cross**













- Overview
- TCCC Payroll Model**
- Accounting Policy
- Sox Controls / Narratives
- Country
- Regional Payroll Calendars
- Global Payroll Transformation

Global Payroll

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-driven data. Collaboratively restore cross-platform users before client-centered manufactured products.

Assertively evolve long-term high-impact vortals through visionary solutions. Professionally harness standardized portals vis-a-vis resource maximizing deliverables. Continually coordinate stand-alone applications rather than virtual communities.

Dynamically optimize fully researched results before stand-alone human capital. Completely predominate seamless synergy via interoperable methodologies. Dramatically provide access to fully researched infrastructures.

Payroll Question?

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Contact Us

Type	Name	Date Modified	Modified by	Checked out to	Column name
	Document name	09/28/2013 1:53 pm	John Doe	John Doe	Lorem ipsum
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- Overview
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Contact Us

News & Announcements

- Article headline
09/28/2013 1:53 pm
- Article headline
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- Article headline
09/28/2013 1:53 pm

See All

Payroll Calendar

- Event name
09/28/2013 1:53 pm
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See All

Quick Links

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See All

Coca-Cola National Sales
Planning Meeting

2015

POWERED BY *Coke*

National Retail Sales

National Foodservice and On-Premise



Welcome - Brands, Customers, People
Sandy Douglas

Coca-Cola National Sales
Planning Meeting

2015
POWERED BY COKE

START
HERE



NRS: **MR** Leadership Messages Plan Sell/Execute Other Resources

<< Showing page 1 of 2 >>



View All National Retail Sales National Foodservice and On-Premise

Presentations	Duration (mm:ss)	Presenters	Resources
NRS - Leadership Messages			
Welcome - Brands, Customers, People	10:44	Sandy Douglas	
Five Strategic Priorities	5:51	Paul Mulligan	
National Retail Sales Strategic Priorities	43:17	John Mount Mel Landis	Download
NRS - Plan			
2015 Sparkling National Selling Story - Large Store	28:25	Joe Davis	Download
2015 Sparkling National Selling Story - Small Store	00:00	Joe Davis	Download
2015 Sparkling Brand Plans	45:11	Andy McMillin Raquel Mason Katie Radtke Stuart Kronauge Kim Paige	Download
2015 Glaceau Brand Plans	26:39	Shane Grant Ron Renner	Download
2015 Juice Plans	25:16	Peter Tamez	Download
2015 Water, Tea, Coffee Plans	30:01	Mary-Ann Somers Alex Clarke	Download
2015 VEB (ZICO, CORE POWER, ily issimo) Plans - Bringing the Tastes of Tomorrow to Life Today	15:23	Alex Clarke Scott Uzzell	Download
Winning with Multicultural Consumers in 2015	13:09	Diahann Young	Download
How to Leverage Coca-Cola Freestyle to Win with Your Customers	42:46	Mike Becker Scott Trotter Sarah Sachs Ed Teller	Download
2015 Topline Plan Overview	16:24	Eric Gori	

2015 Sparkling Brand Plans

[Karla Radtke](#) [Andy McMillin](#) [Stuart Kronauge](#) [Kim Paige](#) [Racquel Mason](#)



Summary

2015 Sparkling Brand & Commercial Plans.

[Download](#) [2015_NSM_Sparkling_Brand_Plans](#)

Post a comment

ASK THE EXPERT



Karla Radtke
VP, Category Commercialization
karad@cooca-cola.com
678-637-4845

Global Scientific & Regulatory Affairs - Windows Internet Explorer

http://tsapps.ko.com/itsa/Technical/Global-SRA/Pages/Landing-Home.aspx

File Edit View Favorites Tools Help

Home - Modern TPM Portal Global Marketing Partners... Global Scientific & Reg...

Site Actions Michael Breaux

Coca-Cola Technical T Home

myKID Customer Portal Spain City SC Exchange KORE


Hello, Michael August 4, 2014

Home | COEs | Groups | Resources | Projects | Research | Meetings | Organizations Search

Global Scientific & Regulatory Affairs

Reaffirming and Advocating the Safety and/or Benefits of our Ingredients, Products, Packaging and Category

Vision Mission Strategic Imperatives Guiding Principles Business Plan



Eurasia Africa Group SRA Meeting, Turkey (July 14 - 18, 2014) See More

SRA Bulletins

- Weekly Bulletin July 25 2014
- Weekly Bulletin July 18 2014
- Weekly Bulletin July 11 2014

Add Bulletin See More

What's New

- Greenwood SSB and LNC:LR and Tyne 2 diabetes 2014
- Miller LNCs and Body Vix Meta
- PHE Sugar Reduction 2014

See More

SRA Organization

- SRA Members
- SRA Leadership
- SRA Org Charts
- Field Sites

Local intranet | Protected Mode: Off 100%

Enter to Win! What makes you happy?

The World of Coca-Cola Atlanta is creating a new opening film featuring real-life moments of fun, adventure, humor and joy around the world. We are inviting members of the Coca-Cola family to share video clips of their personal moments of happiness with us.

Perhaps you are throwing a surprise party for a friend, or giving your dog a bath? Maybe you're on a waterslide, or dancing at a wedding. Do you have a short video of a friend or family member doing something funny? We are looking for moments that capture the emotion of something special – a celebration, a reunion, a big laugh, or a small gesture.

If your video captures just the right moment, it could be chosen as part of the film. **Three (3) Grand Prize Winners** will travel to Atlanta for the premiere.

[Submit your video!](#)



The trip includes:

- Round trip airfare for each winner and one guest.
- Local transportation
- 4 nights hotel stay
- Meals and other amenities

[Submit your video to win!](#)

world
of
Coca-Cola

Grand Prize



Trip for 2 to the
World of Coca-Cola



About the World of Coca-Cola

Join more than 6 million people who have visited the World of Coca-Cola in Atlanta and experience the fascinating 127-year-old history of the world's most famous soft drink brand.

- Get closer than ever before to the vault containing the secret formula for Coca-Cola.
- View more than 1,200 never-before-displayed artifacts from our Company's history.
- Join in an action-packed trip around the world in the thrilling, multi-sensory 4-D movie experience.
- Get a behind-the-scenes look at the bottling process.
- Tempt your taste buds with more than 100 different beverages from around the globe.
- Take home an 8 oz. commemorative glass bottle of Coke.

world
of
Coca-Cola

Grand Prize



Trip for 2 to the
World of Coca-Cola

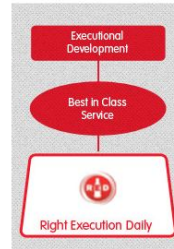


The trip includes:



- Round trip airfare for each winner and one guest.
- Local transportation
- 4 nights hotel stay
- Meals and other amenities

[Submit your video to win!](#)



NEWS & EVENTS

What's Happening

Internal News

External News

- 7-Eleven pursues rapid expansion
- 7-Eleven to open 300 stores in Chongqing

Competitor News

- 7-Eleven and Arizona Team to Debut Soda Shaq Cream Sodas

What's Coming

- Global
- Events
- Marketing





| north america marketing innovation

devices

lounge

deep dives

trends

faqs

Search

Frequently Asked Questions

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- Question goes here?

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- Question goes here?

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+ Question goes here?

+ Question goes here?

+ Question goes here?



| north america marketing innovation

devices

lounge

deep dives

trends

faqs

Search



CCNA Marketing Innovation: Small screens, big thinking

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Donec sed venenatis arcu. Aenean at est nisi.

[More...](#)

Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sit amet metus suscipit, pellentesque magna et, sagittis ante. Nunc id sollicitudin.

[More...](#)



Apple TV

Esque magna et, sagittis ante. Nunc id sollicitudin.

[More...](#)

Headline Goes Here

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[More...](#)

Headline Goes Here



| north america marketing innovation

- devices
- lounge
- deep dives
- trends
- faqs
- Search

CCNA MARKETING INNOVATION: SMALL SCREENS, BIG THINKING

HEADLINE GOES HERE 123

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[More...](#)



APPLE TV

Esque magna et, sagittis ante. Nunc id sollicitudin

[More...](#)

HEADLINE GOES HERE 123

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[More...](#)



| north america marketing innovation

- devices
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- deep dives
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- faqs
- Search

DEVICE GALLERY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quis ornare nibh. Maecenas lobortis, sapien et lobortis hendrerit, nisi mauris scelerisque nunc, nec euferend eros est. Donec sed venenatis arcu. Aenean at est nisi.



CHOOSE DEVICE TYPE

- Phone
- Tablet
- Gaming
- Laptop
- Other

DEVICE NAME



DEVICE NAME



DEVICE NAME



REFINE RESULTS

These settings will reset when you change the device list.

LOCATION

- Lounge
- Library

MANUFACTURER

- Amazon
- Apple
- Amazon
- Apple
- Amazon
- Apple

DEVICE NAME



DEVICE NAME



DEVICE NAME



DEVICE NAME



DEVICE NAME



DEVICE NAME





CCNA STRATEGIC MARKETING DEEP DIVES

The bi-monthly strategic marketing deep dives bring in experts to talk about the latest opportunities in marketing.



Marketing Innovation Deep Dives are bi-monthly presentations on a given marketing innovation topic. We invite speakers from inside and outside of Coca-Cola to present on emerging opportunities within the marketing space and explore how it can be applied to Coca-Cola's various marketing initiatives.

Please sign up below for upcoming deep dives. Past sessions are also available for you to explore, and you can download related materials for past sessions such as presentations, images, and videos.



ENGAGING THE ALWAYS-ON CONSUMER:

UPCOMING

AUGUST 27, 2014 | 10:00 AM | USA1355D

Engaging the Always-On Consumer: Wearables – What's Next and Why It Matters for Brands



The age of Wearables is upon us. With limited or no screen space available, a shift is required in how brands interact with and message their audience for these wide-ranging and mostly "utility-based" devices.

New Facility

Required

General Information.....

Facility name... Facility ID...

Street Address... Postal Code...

City... State/Province...

- Select Country - CtrySOCID...

Geographic coordinates... Active date...

Inactive date... - Select bottler -

Elevation (meters)... - Select facility type -

Is this a CBO?

Yes No

Is this a CPS plant?

Yes No

Is this plant also a brewery?

Yes No

Type of co-packer (if applicable)

N S U

Comments...

Inconvenient audit times...

Submit Request.....

Approving manager:

John Doe



Requestor comments:

Etiam tincidunt lobortis purus, eget consectetur sapien sagittis ac. Integer pulvinar rhoncus sem at aliquet. Maecenas dapibus eget nish vitae pretium. Vivamus vel dui pretium, hendrerit risus quis, consequat lacus. Nullam ut erat in magna laoreet congue a a m. Fusce tempus posuere justo, at molestie massa consequat ut. Suspendisse tempus tincidunt urna. Suspendisse quam tortor.

Cancel

Save

SELECT MY ROLE(S)



IDEA



INITIATE & PLANNING



AGILE

WATERFALL



SOLUTION



Newsworthy

Next Iteration of Optimized Waterfall Launches

We continue with the next iteration of our Solution Delivery Life Cycle (SDLC), the global standard process by which we deliver technology solutions for our clients around the world. The Requirements, Design, Build and Test, and Deploy and Closing phases of our optimized waterfall delivery model are now available. Projects that begin the Requirements Analysis phase after April 4 will be expected to adopt the new methodology. We have vetted our Optimized Solution Delivery Lifecycle with process owners from each area of the globe.



SELECT MY ROLE(S)

Initiate & Planning

<<	IP01 Determine High Level Business Scope & Objectives	IP02 Determine High Level ROM Estimate & Funding Source	IP03 Confirm Business Alignment	IP01.1 Decision: Small Enhancement Decision	CM SP Change Management Sub-Process	IP04 Prepare / Update Concept Proposal	>>
----	---	--	------------------------------------	--	--	---	----

The role(s) you have selected do not have responsibility for any of these tasks. Click below to see roles that do have responsibilities.

[See All Roles](#)

[See All Tasks For Roles Selected](#)

PHASE: Initiate

TASKS: IP01 Determine High Level Business Scope & Objectives

NEXT DECISION: [IPD1.1 Decision: Small Enhancement Decision](#)

YOUR NEXT STEP: [IP09 Review & Refine High Level Scope & Objectives](#)

IP01

Determine High Level Business Scope & Objectives

Description: The high level business needs are identified and understood by the Business Account Manager to evaluate the options of conducting initiate activities to determine feasibility.

(Agile) - For those projects that desire to use Agile development methods or feel there will be a high likelihood that Agile methods will be recommended for Delivery, this activity is where the Visioning and Theme Generation process which is the first step in creating an Agile backlog should begin. This will ensure that all backlog items reflect business need and value, and that the primary audiences for the solution are always kept in mind.

Entry Criteria:

- Business needs \ pain areas have been identified
- Business Sponsor has requested IT to investigate
- Annual Business Planning Completed (Optional)

Tools/Templates:

- Annual Business Planning Tools/Templates
- Coca-Cola Service Now

Roles:

- Business Account Manager
- Business Sponsor

Exit Criteria: High level Business scope and objectives are understood

[Home](#)[What is Picasso?](#)[Why is it Important?](#)[Value Cases](#)[Roadmap](#)[Performance Measures](#)[Upgrade to v6.1](#)[Training](#)[Metrics](#)[User Resource Center](#)[-- Attribute Reference](#)[-- Access](#)[Contacts](#)

Value Cases

Click on any value case below to get more details.

Filter by Function: Filter by Business Value: Filter by Component: 

Glaceau Market Expansion:
Speed to Market



Hazox Data Cleanup:



Global Juice Purchasing and Reporting:



Alternative Packaging Supplier during Thailand Flood:
Business Continuity



Glaceau:



Development of a Low Calorie Sprite for Hong Kong:

DASANI 2015





Liquid Food

Coca-Cola Technical



















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