Materials Science and Engineering at TCCC

May 15th, 2013
15 (billion dollar brands)
207 (Countries)
500 (Brands)
3,500 (Products)
700,000 (Employees)
50,000,000 (Coca-Cola Facebook Fans)
1,800,000,000 (Servings per day!)
There are 33 non-alcoholic brands that generate over $1 billion in revenue. Coca-Cola owns a whopping 15 of them.
MORE THAN DOUBLE OUR SERVINGS TO OVER 3 BILLION A DAY... RESPONSIBLY

Technical Community – R&D

Grow  Protect  Sustain
Coca-Cola Value Chain and Needs

Ingredients
- Natural Ingredients
- Functional, healthy ingredients

Beverage Products
- Nano encapsulation
- Product/Package interaction

Packaging
- Materials
- Design
- Sustainability

Beverage process & Filling
- Beverage Process
- Filling/bottling process
- Water treatment

Transportation & Distribution
- Fleet Fuel
- Logistics

Package Recycling
- New recycling Technologies

Consuming Marketing
- Social Media
- Digital technologies

Sales outlets
- Cold Drink Equipment
- Energy efficiency
- Delivery system

Marketing
- Social Media
- Digital technologies
It’s not just what we want, it’s what we need.
Where are materials going?

Low cost with high performance –
High strength glass
High barrier plastic materials

Don’t underestimate the mundane.
Where are materials going?

Sustainability will be key.
Recycling will be first rather than last.
Renewable and recyclable is a best case.
How do we enable these?
We are looking at innovation for the short-term and long-term

**TIER 3: BREAKTHROUGHS**

"New to the world or new to the industry"
Typically requires financial commitments with a higher risk profile and untested ROI
May challenge our operating and business models

**TIER 2: EXPAND THE FOOTPRINT**

"New to us"
Investments have higher financial risk than Tier 1

**TIER 1: ACCELERATE THE CORE**

“Known to us”
Investments have low financial risk
Fits our operating and business model

Reaching our 2020 Vision requires more than baseline growth, reapplication efficiencies, and M&A alone. It requires that we drive breakthrough innovations.
What we would like to see from our strategic partners

+ Proactively sharing front-end innovation and research opportunities.

+ Enabling mutually beneficial collaborative models.

+ A win-win mindset and strategic partnership with multi-year view.
Questions?