

COCA-COLA

SETTING THE RECORD STRAIGHT



We recently published some “myth busting” advertisements featuring Kerry Armstrong for Coca-Cola. The feedback we received from the Australian Competition and Consumer Commission and others is that the overall impression we created by those ads may have been misleading. What we meant to convey is that there can be a place for Coca-Cola in a balanced, sensible diet and active lifestyle.

We certainly did not intend our messages to be misleading or to convey an impression that Coca-Cola cannot contribute to weight or to cavities and other dental problems. We have listened to the feedback we received and want to set the record straight.

Coca-Cola South Pacific

We said it was a “Myth” that Coca-Cola “Makes you fat.”

The fact is: All kilojoules count.

We did not mean to suggest that Coca-Cola does not contribute kilojoules to your diet. People consume many different foods and beverages, so no one single food or beverage alone is responsible for obesity or people being overweight. But all kilojoules count, whatever food or beverage they come from, including kilojoules from Coca-Cola. We believe that all foods and beverages can have a place in a balanced and sensible diet combined with an active lifestyle. The foundation of good nutrition is balance, variety and moderation.

If you would like to read more about nutrition, balance, moderation and the importance of an active lifestyle, see the Australian Government’s Healthy Weight website: www.healthyactive.gov.au and click on “Healthy Weight”.



We said it was a “Myth” that Coca-Cola “Rots your teeth.”

The fact is: All products containing sugar and food acid have the potential to contribute to the risk of tooth decay and erosion.

Coca-Cola contains sugar and food acid as do other foods and beverages such as juices and juice beverages, wine, sour lollies, citrus fruits and foods containing or dressed with vinegar. All foods and beverages containing sugar have the potential to contribute to the risk of tooth decay. All foods and beverages containing food acid have the potential to contribute to the risk of dental erosion.

However, through good dental hygiene and other health practices, you can help reduce the risk of tooth decay and erosion. You may also want to read some of the recommendations of the Australian Dental Association posted in articles on www.dentalhealthweek.com.au/parents.htm.

We said that these two “Myths” about Coca-Cola were “Busted.”

The fact is: We realise we should have been clearer.

This process has reinforced in our minds that even where advertising messages are well-intentioned, it is important to consider the overall impression that the messages may convey.

Finally, we said that 250ml of Diet Coca-Cola contains $\frac{1}{2}$ the amount of caffeine as in 250ml of tea. We made an error - 250ml of Diet Coca-Cola contains about $\frac{2}{3}$ the amount of caffeine as in the same amount of tea brewed from leaf or tea bag.

If you would like to read more about levels of caffeine in our Cola drinks and that in tea and coffee go to www.makeeverydropmatter.com.au.



**Australian
Competition &
Consumer
Commission**