

## **Coca-Cola offers the best program for the UEFA EURO 2008™!**

**Vienna – April, 2<sup>nd</sup> 2008** - Innovative promotions themed after the sports event of the year support the Austrian catering industry

Hundreds of thousands of fans are expected, the atmosphere will be fantastic – so Austrian restaurants, bars and coffee shops will very likely reap high profits. Coca-Cola Austria has designed very special and attractive promotions for the UEFA EURO 2008™, which support virtually every sector of the catering industry with sales promotion measures. The motto is: "Let's go crazy. In concrete terms, Coca-Cola is launching initiatives in the following areas:

### **Company and school cafeterias**

The motto of this promotion is clearly defined: Coca-Cola turns your work place into a football stadium. Thus, it brings the great atmosphere of the UEFA EURO 2008™ into work life. The promotion will be carried out in several steps.

Until the end of April, customers will receive scratch tickets when they buy a value meal, providing them with instant wins (mousepads, Tipp-Kick toy kickers, etc.) or codes for sweepstakes on the internet. The lucky top five winners of the online sweepstakes at [www.coke.at/rubbellos](http://www.coke.at/rubbellos) will receive two tickets each for the UEFA EURO 2008™!

From May, there will be a new mechanism for this promotion: customers can collect points when they buy value meals and win football scarves, bandanas, hand clappers or hacky sacks.

### **Hotels, restaurants, coffee shops**

In the promotion "Coca-Cola takes you to the UEFA EURO 2008™", customers receive scratch tickets when they buy 0.33l glass bottles. The instant wins include football scarves, bandanas and hand clappers. More prizes are waiting for their lucky winners in a special internet promotion. The main prizes include two UEFA EURO 2008™ tickets each for the top ten winners, ten weekend trips for two people each to the Therme Stegersbach spa and 500 Adidas footballs! This promotion will continue until the end of the UEFA EURO 2008™.

### **Sweepstakes for catering businesses**

But Coca-Cola HBC Austria does not only take care of customers, it also looks after its partners in the catering businesses – some luck and especially passion for collecting could be your ticket to the UEFA EURO 2008™: catering businesses collect Coca-Cola, Coca-Cola zero or Coca-Cola light caps in a special container supplied by their Coca-Cola customer consultant. A minimum of 400 collected caps is necessary for entering the sweepstakes whose top prizes are two UEFA EURO 2008™ tickets each for the top five winners - an unparalleled opportunity for catering businesses to participate in this grand event!

An online competition also invites catering businesses to activate their restaurants or bars with advertisement means supplied by Coca-Cola and put their pictures on the website [www.coke.at](http://www.coke.at). Every customer can vote for his or her favorite restaurant or pub online on [www.coke.at/gastrostar](http://www.coke.at/gastrostar) and thus help his or her caterer to win two tickets for the UEFA EURO 2008™.

### **Table football & co.**

Apart from the promotions above, Coca-Cola HBC Austria has prepared further incentives to accompany the UEFA EURO 2008™. For instance, special football cages will be available. The young and the young-at-heart can play football in these round cages, which are 2.30 m high and 5 m wide. There is room for ideally two players to have a good time. The first table football tables have also been set up. As playing table football is especially popular when going out for a drink, bars and pubs are the ideal locations for table football tournaments. And what is more, the catering businesses can keep the table football tables!

Erik Hofstädter, responsible for marketing at Coca-Cola HBC Austria, believes in his program, "We have devised many attractive promotions for the UEFA EURO 2008™ which give significant support to the catering companies we cooperate with to increase turnover together with Coca-Cola." This said, UEFA EURO 2008™ is already a huge success!

### **The company**

Coca-Cola HBC Austria supplies the whole domestic market with its products. The company currently employs 1,100 people in Austria – in production plants as well as sales and distribution centers. Apart from the famous brands Coca-Cola, Coke light, Coke zero, Fanta and Sprite, the comprehensive product portfolio includes Nestea, Cappy, Römerquelle, Markusquelle, the energy drink Burn and the sports drink Powerade.

The products sold in Austria are bottled in the production plant in Vienna from where they are distributed to the whole country. The mineral waters Römerquelle and Markusquelle are bottled directly at the springs.

50,000 customers (food retail and catering businesses) bring Coca-Cola products to the consumers. 8,000 coolers make sure that the products are always within easy reach.

Coca-Cola has been firmly grounded in Austria since 1929. Through its ongoing investments and with 80% of value creation taking place in Austria, Coca-Cola HBC Austria is an essential part of the national economy.

Coca-Cola HBC Austria is a subsidiary of the Coca-Cola Hellenic Bottling Company, headquartered in Athens, which is one of the biggest bottlers of non-alcoholic beverages in Europe with production and distribution centers in 28 countries. The company is listed on the Athens stock exchange, with secondary listings in New York, London and Sydney.

\*\*\*

**For more information, please contact:**

Susanne Lontzen  
Coca-Cola HBC Austria GmbH  
Tel.: +43/1/610 60-0  
Mail: [medien.at@cchellenic.com](mailto:medien.at@cchellenic.com)