

FACT SHEET: WHAT'S NEW

HANSEN'S



THIS IS WHAT *Original* TASTES LIKE



BLUE SKY



ROOTED IN REAL™



HISTORY



Hansen's dates to the 1930s, when Hubert Hansen established the company by selling fresh juices to film studios in Southern California.



In the 1970s, the company introduced Hansen's Natural Sodas.



Blue Sky was founded in 1971, in Santa Fe, N.M.



hansens.com Social to launch June 2016

drinkbluesky.com Social to launch July 2016

THE COCA COLA CONNECTION



HANSEN'S PORTFOLIO:



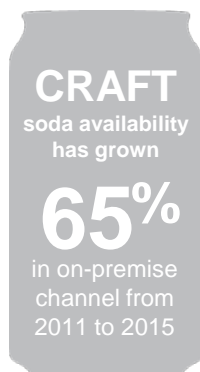
The portfolio is operated as part of Coca-Cola's Venturing & Emerging Brands unit. VEB focuses on identifying and nurturing brands with billion-dollar potential.



Hansen's is headquartered in Tustin, Calif.

The office leads brand development, innovation and commercialization for the brands, while working closely with Coca-Cola's world-class research and development and supply chain teams.

CATEGORY HIGHLIGHTS



CONSUMER TRENDS:

Craft soda drinkers find these attributes most appealing or important:

"Natural" or "real" ingredients:

54%

Premium or "high quality" ingredients:

49%

Creative flavors:

42%

Source: Nielsen Databank, Total U.S. AMC. Note: Natural characteristic provided by Nielsen, utilizes on-pack claims - may not be certified all-natural.

Source: 2015 Datassential MenuTrends Database

Source: Mintel CARBONATED SOFT DRINKS: SPOTLIGHT ON NATURAL/CRAFT p.42, US, JUNE 2015