

Quality products you can always
feel good about.



For over 127 years, people have been coming together over Coca-Cola products to refresh, to celebrate, and to enjoy a moment with something they love. One reason why is that people have always been able to trust the quality of our products and everything that goes into them.

That's something that will never change.

But changing with the times and people's tastes is something we've always done. Today, that means offering more great-tasting, low- and no-calorie choices. And while nearly everyone can agree that providing choices to help people manage the calories they take in is a good thing, we understand that some people have questions about the use of low- and no-calorie sweeteners.

Our use of high-quality, low- and no-calorie sweeteners, including aspartame, allows us to give people great-tasting options they can feel good about. Time and again, these low- and no-calorie sweeteners have shown to be safe, high-quality alternatives to sugar. In fact, the safety of aspartame is supported by more than 200 studies over the last 40 years.*

Today, we're proud to offer a wide range of Coca-Cola products that fit different people's lifestyles. Because we believe that when people come together with more choices that are right for them, good things happen.

For more information, including third-party studies on the benefits and safety of low- and no-calorie sweeteners, go to beverageinstitute.org



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*International Food Information Council Foundation. 2011. *Everything You Need to Know About Aspartame*. Magnuson, B.A., et al. 2007. Aspartame: A safety evaluation based on current use levels, regulations, and toxicological and epidemiological studies. *Crit Rev Toxicol*. 37: 629–727. Aspartame is safe for use by nearly all populations. The only exception is people born with phenylketonuria (PKU) who cannot metabolize phenylalanine. But, this does not mean aspartame is unsafe for other consumers. ©2013 The Coca-Cola Company. All rights reserved.