



Company	Ticker	Sector	Industry
Coca-Cola Company	KO-US	Consumer Staples	Beverages

## Business Description

The Coca-Cola Co. is the nonalcoholic beverage company, which engages in the manufacture, market, and sale of non-alcoholic beverages which include sparkling soft drinks, water, enhanced water and sports drinks, juice, dairy and plant-based beverages, tea and coffee and energy drinks. Its brands include Coca-Cola, Diet Coke, Coca-Cola Zero, Fanta, Sprite, Minute Maid, Georgia, Powerade, Del Valle, Schweppes, Aquarius, Minute Maid Pulpy, Dasani, Simply, Glaceau Vitaminwater, Bonaqua, Gold Peak, Fuze Tea, Glaceau Smartwater, and Ice Dew. It operates through the following segments: Europe, Middle East and Africa, Latin America, North America, Asia Pacific, Bottling Investments and Global Ventures. The company was founded by Asa Griggs Candler in 1886 and is headquartered in Atlanta, GA.

## Price Chart

## Key Info & Metrics



<b>Empirical Research Rank:</b>	<b>3</b>
Date Purchased:	01/17/2018
Price:	\$60.07
52-Week Range:	\$54.39 - \$66.21
Dividend Yield:	2.93%
Market Cap (\$M):	\$259,774
Forward Price-to-Earnings:	23

## Total Return

Year-to-Date:	-5.6%
1 Year:	0.4%
3 Year:	11.5%
5 Year:	58.1%

## Investment Case - Updated: January 12, 2023

The Coca-Cola Company is the market leader in non-alcoholic beverages driven by the iconic Coca-Cola brand. Over the past five years the company has grown sales at an approximately 6 percent annual rate despite the impact of the Covid-19 pandemic. Management is focused on dynamic pricing strategies, segmentation, and improving the company's route to market to drive sales and profitability. The company is less impacted by private label competition which typically allows it to increase prices with less resistance from retailers and consumers. We believe The Coca-Cola Company is better positioned compared to its consumer staple peers in the current inflationary environment because they are less sensitive to rising input costs given their higher gross margin profile. The company has long been a solid dividend payer and has increased its dividend by nearly 4 percent annually over the past five years.

## Disclaimer

CapFinancial Partners, LLC (dba "CAPTRUST") is a registered investment adviser. This report contains analysis/opinions as of the date of the report (subject to change without notice). This is not a recommendation to invest in an individual stock, but rather it is a summary of select data/statistics considered by CAPTRUST in making discretionary investment decisions (and may not include all relevant factors). Investing involves risk, so there is always a possibility of loss. Past performance is not a guarantee of future results. CAPTRUST (and/or associated persons) may engage in securities transactions in a manner inconsistent with the information contained herein.