

Title: Wutang back on the menu

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Ryan Cohen loves Coke

Coca-Cola has extended its Creations line with the launch of a new limited-edition flavour in partnership with electronic >music producer< and DJ, Marshmello.

..... first-ever beverage co-created with an artist

..... marketing through digital experiences, licensing partnerships and creative collaborations is a meaningful and fresh way to reach younger consumers.”

..... The limited-edition drink will roll out in the US this month.

<https://www.foodbev.com/news/coca-cola-partners-with-marshmello-to-launch-limited-edition-flavour/>

Marshmello's debut single "Keep It Mello". "Alone", a platinum-certified single was released in May 2016 via the >>>Canadian record<<< label Monstercat.

<https://en.m.wikipedia.org/wiki/Marshmello>