

Coca-Cola to launch its first alcoholic drink

<p>Notes & Cues:</p>	<p>Article:</p> <p>Coca-Cola is to produce the first alcoholic drink in its 132-year-history, with plans to launch an alcopop in Japan. The world’s biggest soft drinks company said it would start making a version of “Chu-Hi” – canned sparkling flavored drinks that include a local spirit called shochu.</p> <p>Sales of the drink, which ranges in alcohol content from 3-8%, have surged over the past five years and it is particularly popular with female drinkers. Coca-Cola’s Japan president said: ”We haven’t experimented in the low-alcohol category before, but it’s an example of how we continue to explore opportunities outside our core areas.” He also said Coca-Cola would probably sell its alcoholic drinks only in Japan, because of the ”unique and special qualities” of the domestic market.</p> <p>Howard Telford, head of soft drinks at Euromonitor International, a market research firm, said: ”The Chu-Hi category is found almost exclusively in Japan. Globally, it’s not uncommon for non-alcoholic beverages to be sold in the same system as alcoholic beverages. It makes sense to give this a try in our market.”</p>
<p>Summary:</p>	