



ZICO* aims to drive innovation and appeal with the launch of *ZICO Velvety Chocolate

Australia, 19 April, 2016: Coca-Cola South Pacific has today announced a brand new addition to its *ZICO Coconut Water* range as it continues to drive mainstream appeal in the category. *ZICO Velvety Chocolate* is a premium chocolate-flavoured option that offers a new 'on trend' twist on coconut water as part of the brand's objective to stand out in an increasingly competitive market, fuelled by product innovation.

As coconut water rapidly moves into the mainstream beverages category, *ZICO* has combined chocolate with coconut to deliver its first flavoured coconut water beyond *Zico Original*. Global trends have shown that flavour innovations are critical to boosting category growth. *ZICO Velvety Chocolate* is made with not from concentrate coconut water, coconut cream and cocoa powder. It is targeted at consumers who lead active lifestyle, particularly adult females. The launch will be supported instore with a shopper point of sale campaign.

Gloria Young, Brand Manager, *ZICO*, said: "We're thrilled to expand the *ZICO* range for the first time since we launched the brand in 2014. The introduction of *ZICO Velvety Chocolate* provides an opportunity to bring new consumers into the category and experience what *ZICO* has to offer. *ZICO* appeals to those looking for options that meet the needs of their active lifestyles. Innovation lies at the heart of our strategy to drive growth and the launch of this product marks an exciting start of things to come."

ZICO Velvety Chocolate Coconut Water will be available in Metcash from March 2016, Coles from April 2016 and Woolworths from July 2016 in 1L and 330ml.

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