

Coca-Cola Cup 2024

OCTOBER-DECEMBER

YOUR STORE
HAS THE CHANCE TO WIN A SHARE OF

\$200K

4 x \$50K PRIZES

PLUS

10 FREE CASES*

HOW TO WIN

GET

1 ENTRY

FOR EACH MONTH YOU
ACHIEVE YOUR CASE TARGET!

GET

20 ADDITIONAL ENTRIES

IF YOU ACHIEVE EACH MONTHLY TARGET!

RECEIVE

5 CASES
600ML
COKE

+

5 CASES
600ML COKE
ZERO

IF YOU ACHIEVE YOUR FULL TARGET;
RECEIVE 10 FREE CASES IN JANUARY 2025!

Coca-Cola
EUROPACIFIC
PARTNERS






























BOOST YOUR

AND YOUR

CHANGES SALES

AGREE TO RANGE

							
							
							
			<p>NEW PRODUCTS AVAILABLE E SOON</p> 				

BOOST YOUR

CHANGE IN SALES

AND YOUR

SALES

COKE LIME

Colas are the **#1** CONTRIBUTOR TO CSD VALUE.

Cola NPD contributes on average 43.5% incremental sales to the CSD category, higher repeat rates & average sales vs other categories¹



LIME FLAVOUR PRODUCTS growing +43% with CSD being the top category for growth⁵

FANTA GRAPE



Non-Orange Fanta Flavours contributed an additional \$930K in value sales (or 84% of Fanta's growth)²

Gen Z shoppers are driving **the fastest growth in Flavours** at +30% vs LY¹

ACTIVATE

SPIN TO WIN

INSTANT PRIZES WITH *Coca-Cola*

ANY 2 for \$7



MAJOR PRIZE \$5000 CASH TO BE WON

\$500

\$100

\$50

Scan the QR Code



Spin For 1 in 6 chances to WIN!



Buy any 2 x participating 500mL, 600mL or 750mL varieties



ACTIVATE 2 FOR \$7.00 SPIN TO WIN POINT OF SALE, AND RECEIVE

5% OFF

YOUR INVOICE PRICE!

ACROSS PARTICIPATING PACKS!



30th September 2024 – 7th January 2025

The 2 for \$7.00 price point **MUST** be active for the entire promotional period, to be eligible for the 5% discount.

YOUR PROFIT POTENTIAL

OUTLET NAME

BDE NAME

OWNER NAME

Do you agree to range and maintain the products agreed to in this document?

Do you agree to activate and maintain the 2 for \$7.00 price and point of sale for the promotional period?

Would you like to participate in the Coke Cup for your chance to win?

WHAT TO EXPECT

- NEXT**
- In the coming weeks, you will receive:
 - The Terms and Conditions for the Competition and Promotional Period.
 - A link to the Coke Cup Online Portal, managed through **MyCCA** (CCEP's Online Ordering Platform); which will allow you to track your performance against your monthly and total target.
 - To prepare yourself:
 - Sign-up to **MyCCA** at www.mycca.com.au to be prepared to track your progress.
 - Order the range that has been agreed to in this document.
 - Activate and maintain the 2 for \$7.00 price and Point of Sale.

If there are any questions, please contact your Business Development Executive.