



November 16, 2009

Mr. Muhtar Kent  
Chairman of the Board and  
Chief Executive Officer  
The Coca-Cola Company  
P.O. Box 1734  
Atlanta, GA 30301

Dear Mr. Kent:

A recent full-page advertisement by your company in *The Washington Post* (Oct. 25, 2009) boasts about steps the Coca-Cola Company is taking to help people live “a healthy and active lifestyle.” The advertisement has appeared in at least five other newspapers in the United States during the past several weeks.

In the advertisement your company boasts that “In North America, we voluntarily removed full-calorie sparkling beverages from schools . . .” However, that commendable step has not been taken in Mexico, a part of North America, despite formal requests by the Center for Science in the Public Interest (CSPI). As you may know, CSPI is working with a coalition of non-governmental organizations to eliminate soft-drink consumption in schools globally. See, [www.dumpsoftdrinks.org](http://www.dumpsoftdrinks.org).

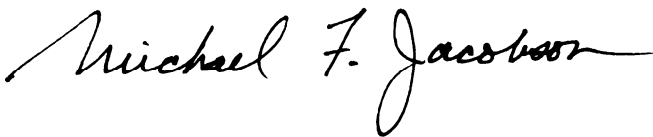
While much progress has been made in schools in the U.S. and Canada, Coca-Cola has been promoted in Mexican elementary schools as a source of hydration after children engage in physical activity. See, [www.dumpsoda.org/Mexico%20Coke%20Childrens%20promotion.pdf](http://www.dumpsoda.org/Mexico%20Coke%20Childrens%20promotion.pdf). That is particularly irresponsible advice to provide to Mexican school officials, parents, and children as that country suffers from one of the highest obesity rates in the world. Thus, your company’s advertisements are false and misleading. We request that future advertisements clarify that Coke’s actions at schools in North America have been confined to the United States and Canada—and, if it’s still the case, that the company actually promotes Coca-Cola in Mexican elementary schools.

In addition, singling out North America ignores problems elsewhere in the world. The Coca-Cola Company should stop selling full-calorie carbonated beverages (as well as other highly sweetened beverages) in all schools world-wide, because childhood obesity is a world-wide problem. Since October 2008, we have repeatedly asked Coca-Cola to commit to such action, but, to date, your company has failed to agree to a Statement of General Principles (attached) that would guide specific negotiations with CSPI and other non-governmental health organizations for the development of a Memorandum of Understanding concerning the availability of sugar-sweetened soft drinks in schools.

While your company has generally responded to the Statement of General Principles, Coca-Cola has refused to engage in specific negotiations that would lead to an agreement on the Statement. Considering that your company has had more than a year to consider this document, and considering your company's pronouncements that it wants people to lead an active and healthy lifestyle, we call on Coca-Cola to immediately commit to finalizing the Statement of General Principles which would form the basis for development of a Memorandum of Understanding on the removal of sugar-sweetened soft drinks from all schools world-wide.

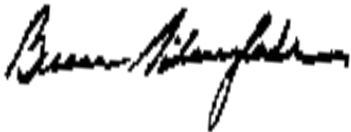
Thank you for your prompt attention to this matter. We look forward to your response.

Sincerely,



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Michael F. Jacobson, Ph.D.  
Executive Director  
Center for Science in the Public Interest



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Bruce Silverglade  
Director of Legal Affairs  
Center for Science in the Public Interest  
President, International Association of  
Consumer Food Organizations

cc  
Pekka Puska, President  
World Heart Federation

Ann Keeling  
International Diabetes Federation

Ricardo Uauy  
International Union of Nutrition Sciences

Attachments:  
Draft General Principles  
Copy of Coca-Cola advertisement