

# news release

## **Coca-Cola System a Major Boost to South African Economy**

**Johannesburg, 23 February 2008 – Soft drinks are the single most important** product group to the turnover of small informal business, according to a study conducted by the University of South Africa's (UNISA's) Bureau of Market Research.

Commissioned by Coca-Cola South Africa (CCSA) to establish the impact of the Coca-Cola system in the local economy, the study found that soft drinks were almost twice as important to informal businesses as bread, which was ranked second.

The study found that:

- Nine out of 10 small business owners surveyed said that Coca-Cola products served as a major draw card for attracting people to their businesses;
- the Coca-Cola system (which includes the company and its bottling partners) employs 68 000 people directly and indirectly through its value chain;
- and that the Coca-Cola system contributed 1,4% to the country's Gross Domestic Product, 0,9% to total worker remuneration, 1,1% to total employment and 1,1% to direct taxes.

Professor Carel van Aardt, one of the two academics who conducted the study, said the Coca-Cola system in the country was an important direct contributor to economic turnover, intermediate consumption, worker compensation, employment and taxes. In addition, the system was also an important indirect initiator of multiplier effects through its upstream and downstream integration with other businesses in the country.

"The Coca-Cola system's involvement in strengthening SMMEs in the informal sector is an important contributor to entrepreneurship and small business development in the country. Few companies are in this category.

"Coca-Cola is a really big player in South Africa by virtue of its contribution to employment. Perhaps only some very large companies have a bigger impact," said Professor van Aardt.

CCSA Public Affairs Director welcomed the study's findings, which are in line with those of a similar study conducted in 2004.

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**Media contact:**

Jackie Mfeka  
Senior Communications Manager  
Coca-Cola South Africa  
+27 11 644-0528  
+27 79 525-6934

**Notes to Editors****The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five non-alcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).