\*This document is a mock paper for a class assignment\*

**From the Coca-Cola Company, Answering Health and Safety Concerns**

*By Heather Schwartz*

Friday, Oct 15, 2010

We at the Coca-Cola Company have been serving our customers for over 120 years and are presently providing 1.6 billion servings of our products per day to over 200 countries around the world. With these strong numbers, will be strong criticism and concern. We listen to our customers and always are striving to create satisfying product and provide life-enhancing experiences.

As you may already know, the Coca-Cola Company has been under many allegations regarding the health and safety of our products and choices made by our company. There allegations include harmful ingredients in our products and our use of water harming communities. However, we can assure you that these allegations were taken very seriously by our company, and we have investigated and looked into these accusations with great detail and concern.

Our products have been changing and progressing since the 1800’s. And we have made sure to keep up with all the concerns and health progressions needed to keep our customers and communities safe and satisfied.

A current concern is the use of water in our products; India has made some of these claims. Our company has made it a conscious effort to keep these allegations from reigning truth and continue to keep our customers and communities safe. Water is a large part of our business because it is the main ingredient in our products. At Coca-Cola we understand that water is vital to the health of the communities we serve and the ecosystems we rely on. Therefore, we focus our water stewardship efforts in three areas:

* **Reduce** our water use ratio (efficiency) while growing our unit case volume
* **Recycle** the water we use in our operations (wastewater treatment)
* **Replenish** the water we use through the community water access and watershed restoration and protection

We have also made a system-wide requisite that all plants assess the liabilities of the quality and quantity of their water source and work with civil society and governments to execute a source water protection plan by 2013.

Another current concern is the health and safety of our products. It must be known that our goal at the Coca-Cola Company is to aid people in leading active, healthy lifestyles by offering a wide array of products, and providing education and information on our support of physical activity.

We have created the Beverage Institute for Health & Wellness, which is our company’s ongoing promise and commitment to using health and nutrition science to advance the role that our beverages can play a role in health and well-being. We can assure our customers that our institute team is composed of medical and nutrition scientists who help our company strive to make healthy living more achievable to our consumers.

We have made countless products that benefit the health and wellness of our customers. For example, NutriJuice was created to help address the problem of iron-deficiency anemia and malnutrition in children. This drink is vitamin and mineral drink was launched three years ago and to date has benefited 36,000 children. We have also introduced Powerade Zero, which is a calorie-free beverage containing electrolytes and B vitamins to benefit hydration and a healthy option for our customers. Nurisha, ViMngo, and Nuricier are just a few more of the healthy products our company provides.

We at the Coca-Cola Company can assure you that our company has taken many big steps into creating healthy and safe products for our customers and communities. We will continue to listen to our consumers’ concerns and make it a priority to continue serving you healthy and high quality products.