



Press Information

“Snowy Orange” makes winter an icy-hot delight

NESTEA launches Winter Ice Tea in combifit*Premium*

October 2006. NESTEA Snowy Orange is the name of the icy-hot surprise of the winter. With NESTEA Snowy Orange, Coca-Cola launches on the German market the first ice tea that can be drunk both cold and warmed. With the popular NESTEA varieties Peach, Lemon and Forest Berries successfully launched in combifit*Magnum* at the beginning of the year, the company is now also opting for no-deposit aseptic carton packaging from SIG Combibloc for the presentation of its Winter Ice Tea. The new Snowy Orange variety will be sold in combifit*Premium* 1.000 ml.

NESTEA Snowy Orange will be available as a Limited Edition from October to December. The product combines the thirst-quenching and energy-giving properties of ice tea with a wintry orange flavour, a drop of pure honey and Vitamin C. Like all the other NESTEA varieties, Snowy Orange contains no preservatives or artificial colours.

Not just a summer refresher

Ice tea is enormously popular with consumers, and now the beverage is no longer just a sought-after summer thirst-quencher.

On its introduction in the 2004/2005 winter season, Winter Orange, NESTEA's first winter tea, achieved twice the average sales of the other NESTEA flavour varieties. So NESTEA Snowy Orange has a good chance of becoming a new best seller.

SIG Combibloc is one of the world's leading system supplier of carton packaging and filling machines for beverages and food. Employing approx. 3,940 people, the company recorded sales of EUR 1,097 million in 2005. SIG Combibloc is a division of SIG Holding AG, Neuhausen am Rheinfall.

Caption:

With NESTEA Snowy Orange, Coca-Cola launches on the German market the first ice tea that can be drunk both cold and warmed. The company is now also opting for no-deposit aseptic carton packaging from SIG Combibloc for the presentation of its Winter Ice Tea. The new Snowy Orange variety will be sold in combifitPremium 1.000 ml packs.

Photo: SIG Combibloc

Your contact:

Heike Thevis – Press Officer

SIG Combibloc GmbH

Rurstrasse 58, D-52441 Linnich, Germany

Tel: +49 2462 79 2608

Fax: +49 2462 79 17 2608

E-mail: heike.thevis@sig.biz

Internet: www.sig.biz