

The Coca-Cola Company

news release

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FOR IMMEDIATE RELEASE

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READY, AIM, FIRE UP THE GRILLS!

Coca-Cola launches second annual Military Chef Ultimate Summer Grill-Off Challenge

WASHINGTON, September 24, 2010 – It'll be grill-to-grill combat as Coca-Cola North America, the Culinary Institute of America (CIA) and MilitaryChefs.com launch the second annual Coca-Cola Military Chef Ultimate Summer Grill-Off Challenge this Sunday, Sept. 26 at Bolling Air Force Base in Washington, D.C.

Military chefs from each of the five service branches will lead teams of five to create seven dishes and a beverage using Coca-Cola products. The teams will compete in the categories of Best Barbeque, People's Choice, Best Barbeque Sauce, the Michael Angelo, Ice Carving and Tallow Carving. The judges will score the teams' culinary creations while the "Grill Sergeant" and Pentagon Executive Dining Facility chef Brad Turner emcees. The team named the Military Chef Challenge Overall Winner will be awarded the Coca-Cola Summer Grilling Championship belt, a week-long CIA training session in New York City and gift cards from Outback Steakhouse.

The event sponsors – Coca-Cola, Dixie, Georgia-Pacific, Heinz, Kingsford and Sparkle – are partnering with the Defense Commissary Agency (DeCA) to get food-lovers involved in the Challenge as well. Five DeCA grand prize winners around the U.S. will join the Challenge teams as "Chef Assistants," while sweepstakes winners in the D.C. area will have the opportunity to attend the event and sample the chefs' recipes. DeCA customers can also enjoy discounts on sponsors' products through an in-store coupon booklet.

“Last year’s Challenge was the first sponsorship of this kind for the Coca-Cola military team,” said Doug McAlister, Coca-Cola North America group director, Military Channel. “We are excited to bring the Challenge back so these talented chefs can showcase their skills and create new Coke-inspired recipes.”

The CIA and the American Culinary Federation have provided top-notch judges for the competition – Pastry Chef Elena Clement, Executive Chef Stafford DeCambra, Chef John DeShetler, Kansas City Barbeque Society judge Mark Mangano, Culinary Educator Tama Murphy and Master Chef Rudy Speckamp.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater, Powerade®, Minute Maid®, Simply® and Georgia® Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About The Culinary Institute of America

Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering bachelor’s and associate degrees, as well as certificate programs, in either culinary arts or baking and pastry arts. As the world’s premier culinary college, the CIA has a network of more than 39,000 alumni that includes industry leaders such

as Grant Achatz, Anthony Bourdain, Cat Cora, Steve Eells, Todd English, Duff Goldman, Sara Moulton, Charlie Palmer, and Roy Yamaguchi. The college has campuses in New York (Hyde Park), California (The CIA at Greystone, St. Helena), and Texas (San Antonio). In addition to its degree programs, the CIA also offers courses for professionals and food enthusiasts, as well as wine education. For more information, and a complete listing of program offerings at each site, visit the CIA online at www.ciachef.edu.

The ProChef certification program and examination, established in 2003 by the Culinary Institute of America, were designed for foodservice professionals who seek to increase their performance in the ever-changing and increasingly competitive foodservice market. Graduates are awarded the distinction of ProChef Level I, Level II or Level III, which they leverage for career advancement. The ProChef program is fast becoming known as the gold standard for continuing education in the culinary arts.

About MilitaryChefs.com

MilitaryChefs.com hosts news stories, photos, video clips and other forms of multimedia content pertaining to military food service, and provides military chefs with the tools to display their recipes, training courses, culinary competitions, events, talents and accomplishments, effectively promoting and motivating military food service operations.

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