



American Dietetic Association
www.eatright.org | *Your link to nutrition and health™*

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American Dietetic Association Welcomes The Coca-Cola Company as an ADA Partner

CHICAGO – The American Dietetic Association, the nation’s largest organization of food and nutrition professionals, announced March 1 that The Coca-Cola Company has become an ADA Partner in the Association’s corporate relations sponsorship program. The program provides Partners a national platform via ADA events and programs with prominent access to key influencers, thought leaders and decision makers in the food and nutrition marketplace.

The Coca-Cola Company’s Beverage Institute for Health & Wellness team of physicians, PhD-level nutrition scientists and registered dietitians serve as a resource for health professionals and others interested in the science of beverages and their role in health and living well. The Coca-Cola Company will share research findings with ADA members in forums such as professional meetings and scientific publications, to augment the body of knowledge around consumer motivation and health behaviors. To improve understanding of consumer behavior and motivation around healthy living, The Coca-Cola Company will also share its consumer research and expertise with ADA members.

“The Coca-Cola Company and the American Dietetic Association are committed to helping people enjoy healthy lifestyles,” said registered dietitian and ADA President Connie B. Diekman. “Registered dietitians fill an important role in educating the public on food and nutrition. We look forward to working together to develop education programs that help consumers through a combination of a balanced eating plan and regular physical activity.”

“Our partnership with the American Dietetic Association is central to our efforts to continually provide innovative options and information that address consumers’ ever-changing tastes and that meet their hydration needs,” said Rhona Applebaum, vice president and chief scientific and regulatory officer at The Coca-Cola Company. “Like ADA, Coca-Cola understands that a healthy lifestyle involves balancing many different elements – staying physically active, consuming a balanced diet, getting enough rest – and even keeping a positive attitude. We are proud to partner with ADA to help provide Americans with information that allows them to make informed decisions about their personal well-being.”

About the American Dietetic Association

With more than 67,000 members, the American Dietetic Association is the nation’s largest organization of food and nutrition professionals. Approximately 75 percent of ADA’s members are registered dietitians and four percent are dietetic technicians, registered. Other members include clinical and community food and nutrition professionals, consultants, food service managers, educators, researchers, dietetic technicians and students. Nearly half of all ADA members hold advanced academic degrees. ADA serves the public by promoting optimal nutrition, health and well-being. To locate a registered dietitian in your area, visit the American Dietetic Association at www.eatright.org.

About The Coca-Cola Company

The world’s largest beverage company, The Coca-Cola Company markets more than 400 brands including soft drinks, juices, waters, teas, coffees, energy and sports drinks in more than 200 countries. The Beverage Institute for Health & Wellness is part of the Company’s ongoing commitment to product innovation and nutrition education, helping to meet changing consumer wellness needs through beverages and serving as a resource for health professionals and others interested in the science of beverages and their role in healthful living. To learn more about The Coca-Cola Company, The Beverage Institute and how the Company’s sustainable growth initiatives are improving lives, conserving water, reducing energy use and turning packaging waste into a valuable resource, visit www.thecoca-colacompany.com.

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