

Coca-Cola launches new flavours created with AI

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Coca-Cola Y3000 Zero Sugar was co-created with human and artificial intelligence to understand how fans envision the future through emotions, aspirations, colours, flavours and more. Fans' perspectives from around the world, combined with insights gathered from artificial intelligence, helped inspire Coca-Cola to create the unique taste of Y3000.

"We hope that Coca-Cola will still be as relevant and refreshing in the year 3000 as it is today, so we challenged ourselves to explore the concept of what a Coke from the future might taste like—and what kind of experiences would a Coke from the future unlock?" said Oana Vlad, Senior Director, Global Strategy, The Coca-Cola Company. "The 'Real Magic' brand platform celebrates unexpected connections that make the ordinary extraordinary, so we intentionally brought human intelligence and AI together for an uplifting expression of what Coca-Cola believes tomorrow will bring."

The zero-sugar offering will be available for a limited time in select markets including the United States, Canada, China, Europe and Africa. Consumers in the United States and Canada can also reach for an original taste version of Coca-Cola Y3000.

Coca-Cola Y3000 Zero Sugar sports an equally futuristic—and optimistic—visual identity. Co-created with artificial intelligence, the design showcases liquid in a morphing, evolving state, communicated through form and colour changes that emphasise a positive future. A light-toned colour palette featuring violet, magenta and cyan against a silver base gives a futuristic feel. The iconic Spencerian Script features a connected matrix with fluid dot clusters that merge to represent the human connections of our future planet.