

Coca Cola Australia introduces raspberry flavour

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The summer offering has a refreshing taste with a delicious splash of raspberry flavour. The launch headlined the cola brand's major summer campaign, which kicked off recently.

Targeting the young adult and teen market, the new flavour was launched in Australia a month after its launch in New Zealand, and followed the standout success of the brand's recent limited-edition flavours in Australia, including Coca-Cola Plus Coffee No Sugar and Coca-Cola Ginger.

Coca-Cola Raspberry will be available in all major and independent retailers and across the country in a range of different pack formats and sizes, including 200ml mini-cans and 330ml glasses.

Coca-Cola Raspberry has 25 per cent less sugar than Classic Coke, in keeping with the company's commitment to reducing sugar across its product range.