

Coca-Cola to launch alcoholic drink in Japan

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The new offering will be in Japan's growing "Chu-Hi" category of beverages.

Chu-Hi drinks come in a range of flavors such as grape, strawberry, kiwi and white peach and sometimes replace shochu with vodka.

The drink, which usually has between three and nine percent alcohol and is marketed by leading Japanese beverage companies such as Asahi, Kirin and Takara, is especially popular with young consumers and women.