# Coca-Cola® and the OREO® Brands Become “Besties,” Launch Limited-Edition Drink and Cookie that Perfectly Pair Iconic Brands

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**Celebrating friendship, the global brands and newfound besties are dropping exclusive treats and a unique Spotify experience for fans to share with their besties for a limited time**

ATLANTA and EAST HANOVER, N.J., Aug. 13, 2024 (GLOBE NEWSWIRE) -- Coca-Cola® and the OREO® brands have teamed up as “Besties” to create two exclusive and limited-edition products: OREO® Coca-Cola™ Sandwich Cookie and Coca-Cola® OREO™ Zero Sugar Limited Edition. Inspired by besties around the world, the two iconic brands are, for a limited time, sparking celebration amongst besties with the launch of two legendary products and several unique digital and physical experiences.

The significance of celebrating friendships has never been more pertinent, and the brands are championing this by introducing “Besties,” a partnership celebrating what it means to be “Besties.” Besties often become a combination of their very best traits, making each other even better together. Now offering the ultimate treats, fans can enjoy the iconic duo for a limited time with long-time and new-found besties.

**Coca-Cola® and OREO® Launch Iconic Collaboration**




Products include Coca-Cola® OREO™ Zero Sugar Limited Edition and OREO® Coca-Cola™ Sandwich Cookie

“Bringing together the playfulness of OREO and the Real Magic of Coca-Cola is unexpected, but also feels right because our brands are alike in so many ways,” said Oana Vlad, Global Vice President - Brand Strategy at The Coca-Cola Company. “As a first-of-its-kind collaboration for both brands, we are thrilled for besties around the world to join us in celebrating new products, great experiences and unexpected moments of connection.”

“At OREO, we strive to identify fresh ways to excite consumers and, with this collaboration, we have truly upped the ante,” said Eugenia Zalis, Global Head of Marketing and Brand for OREO, Mondelēz International. “The bestie bond forged between OREO and Coca-Cola is a playful way to unite our fanbases and celebrate the power of connection and togetherness. We cannot wait to see the reaction to the campaign and hope fans are excited to experience the latest twists on two classics.”

OREO® Coca-Cola™ Sandwich Cookie and Coca-Cola® OREO™ Zero Sugar Limited Edition will be available for a limited time only and will offer unique experiences that celebrate the magic of teaming up with a bestie.

Both products feature a captivating design and sleek packaging, adorned with the distinctive OREO® cookie embossments and stacked Coca-Cola® bottles. With each sip of the Coca-Cola® OREO™ Zero Sugar Limited Edition, fans can savor a refreshing Coca-Cola® taste with flavorful hints inspired by OREO® cookies, creating an unparalleled experience from these new-found besties.

The limited-edition OREO® Coca-Cola™ Sandwich Cookie boasts a distinctive design featuring two signature chocolate basecakes paired with a Coca-Cola® inspired taste fans know and love. The basecakes are embossed with Coca-Cola® designs, with a smooth white-colored creme and studded with red edible glitter.

“Besties” fosters connections beyond boundaries through immersive digital and physical experiences, inviting fans to activate ‘Bestie Mode’ and team up with their closest friends to participate. Created in partnership with Spotify, the OREO® and Coca-Cola® brands will unveil the ‘Bestie Mode Digital Experience,’ an exclusive platform and first-of-its-kind musical experience designed for besties to merge music tastes and enjoy together.

By scanning a QR code on Coca-Cola® and the OREO® brand products, fans can follow the steps to explore ‘Bestie Mode’ and sync up music preferences with their bestie. Spotify Free users will also be invited to access the bestie experience via on-platform promotion. Once connected to a Spotify account, fans will be prompted with questions to see how their taste in music stacks up against their bestie’s. A playlist will be generated with combined music preferences for besties to enjoy together.

Giving besties even more to experience together, Coca-Cola® and the OREO® brand are also launching a “Bestie Mode” merchandise line in the United States with fashion retailer, Forever21. The collection features an apparel top, socks, tote bag, cosmetics bag, drinkware, and notebooks with retail prices under $20. The collection will be available mid-September at select Forever 21 stores and Forever21.com.

The OREO® Coca-Cola™ Sandwich Cookie and Coca-Cola® OREO™ Zero Sugar Limited Edition will be available in local grocery stores and convenience stores in participating markets, including the United States, Canada, China, Mexico, Brazil and more beginning in September. A frozen variation of Coca-Cola® OREO™ Limited Edition will also be available at participating McDonald’s and 7-Eleven locations in select markets.

Coca-Cola® OREO™ Zero Sugar Limited Edition is the newest product from Coca-Cola Creations®. By tapping into emerging technologies, collaborating with brands, artists and designers, and creating experiences across digital and physical worlds, Coca-Cola® Creations continues to infuse the iconic Coca-Cola® brand with new expressions of creativity and cultural connections, allowing fans to experience the Real Magic of Coca-Cola®.

The OREO® brand prides itself on crafting innovative treats that captivate consumers' imagination. The brand's latest creation, OREO ® Coca-Cola™ Sandwich Cookie, represents its ongoing commitment to pushing the boundaries of flavor innovation. Through exciting collaborations and by leveraging new technologies, the OREO® brand aims to continue offering experiences that resonate with its fans.

The global campaign was created by WPP Open X and OREO brand agency partners. Agency Credits: AKQA, TMA, EssenceMediacom, VaynerMedia, Ogilvy, Weber Shandwick, Golden UK, Bulletproof, Dentsu, VML, and PXP.

For more information about Coca-Cola® Creations, visit www.coca-cola.com/creations, and OREO® brand products, visit www.oreo.com.

**About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Instagram, Facebook and LinkedIn.

**About OREO®**

Cookie OREO® is WORLD'S FAVOURITE COOKIE ®, available in more than 100 countries around the globe. Over 60 billion OREO® cookies are sold each year with more than 20 billion of those cookies sold in the U.S. annually. An estimated 500 billion OREO® cookies have been sold since the first OREO® biscuit was developed in 1912. For more information, follow OREO® on Facebook/OREOUnitedStates, Twitter/X @OREO, TikTok @theoreoofficial or on Instagram @OREO.

**About Mondelēz International**

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2023 net revenues of approximately $36 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, RITZ, LU, CLIF BAR and TATE'S BAKE SHOP biscuits and baked snacks, as well as CADBURY DAIRY MILK, MILKA and TOBLERONE chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

**Forward-Looking Statements**

This press release contains forward-looking statements. Words, and variations of words, such as "will," "may," "expect," "plan," "continue" and similar expressions are intended to identify these forward-looking statements, including, but not limited to, statements of belief or expectation and statements about Mondelēz International's leadership position in snacking. These forward-looking statements are subject to change and to inherent risks and uncertainties, many of which are beyond Mondelēz International's control, which could cause Mondelēz International's actual results or outcomes to differ materially from those projected or assumed in these forward-looking statements. Please also see Mondelēz International's risk factors, as they may be amended from time to time, set forth in its filings with the U.S. Securities and Exchange Commission, including its most recently filed Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q. There may be other factors not presently known to Mondelēz International or which it currently considers to be immaterial that could cause Mondelēz International's actual results to differ materially from those projected in any forward-looking statements it makes. Mondelēz International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.


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