

# Coca Cola Company

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# Traffic light labelling



### **INVOLVED PARTIES**

- European Union (2010) (for)
- Confederation of the food and drink industries in the EU IAA (against)
- Institute European Food Information Council (against)
- Coca Cola Company (against)
- Cadbury (against)

# WHY LOBBYING

- Regulation
- Voluntary system
- Coca Cola and Cadbury

# HOW DID THEY DO IT?

- Financial Year 2017 → 2,5 FTE
- 7 employees
- 9 meetings
- EU relations Sophia Chrysopoulou
- In-house lobbyists

#### **How Much Money Spent**



- 1 Certain labeling on food products become voluntary instead of mandatory
- 2 Consumers do not get clear information
- 3 Coca-cola upholds its brand image as health-concious outfit
- 4 Sends a message that even basic consumer protection regulations are in danger when there is unified objective for multiple large companies

#### Results