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Coca-Cola to launch its alcoholic drink in Japan

Coca-Cola plans to launch its first ever alcoholic drink in Japan, in a suprising departure for a US company identified with cola and other non-alcoholic beverages.

By **Guest** | March 8, 2018



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While Coca-Cola dabbled in the wine business in the 1970s, the Japanese experiment is unique in the company’s 125-year history.

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.

Read online: https://nuffoodsspectrum.in/news/30/12252/coca-cola-to-launch-its-alcoholic-drink-in-japan.html
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