

### **Company Coverage:**

Microsoft News: [coca-cola-just-made-this-major-change-to-its-sodas/](#)

- Author Clara Olshansky comments on Coca-Cola's three new can designs for Coca-Cola, Diet Coke, and Coca-Cola Zero Sugar. The company hasn't updated its product visuals since 2016 to reflect today's trend towards minimalist designs.

Benzinga: [tony-zhang-sees-unusual-options-activity-in-coca-cola](#)

- Author Craig Jones discusses CNBC's Tony Zhang's discovery of unusual stock trading activity going on for Coca-Cola.

Washington Examiner: [common-ground-after-declaring-that-conservative-policies-unacceptable](#)

- Author Zachary Faria comments on Coca-Cola's reaction to Georgia's new voting law. He examines Coca-Cola's initial response and their later claims and the difference between the company's statements. He believes the company has a democratic party leaning bias.

### **Competitors:**

Fox 8: [sports/nfl-draft/pepsi-looking-to-give-away-10000-in-exclusive-statewide-contest](#)

- Author Lauren Morrison comments on Pepsi's NFL Draft promotional event in Ohio. They are giving out prizes to residents and have a special Pepsi Draft Bus that drives around promoting the event and giving out free products.

AMNY: [manhattan/food-trucks-in-nyc-give-away-meals-as-part-of-pepsi-promotion/](#)

- Author Gabriele Holtermann reported on Pepsi's latest community relations event in Manhattan to promote their new apple soda Manzanita Sol. They gave their product to diverse food trucks to give out for free to promote diverse cuisines as well as the local food industry. Holtermann interviewed many excited customers and food truck workers on scene to show Pepsi's full impact on the community.

### **Industry News:**

Food Navigator: [PEF-can-become-the-standard-in-the-food-and-drink-industry](#)

- Author Oliver Morrison explains how PEF plastic is made entirely from plants and is quickly becoming popular in the food industry as companies strive to become more eco-friendly. He discusses the process in how to make it, companies that have taken advantage of this product already, and the trade-offs between PEF and regular plastic.

NeighborWebSJ: [soft-drinks-packaging-market-future-scope-by-2021-2024-business-size-and-global-opportunity-by-top-players-end-user-demand-and-consumption-scenario/](#)

- Author Sambit.K created a research report on the soft drink industry including a market overview, key trends, and marketing opportunities and future trends. It details key players in the market as well as its expected growth in future years and details about its target market such as consumers liking multiple flavored products.