

KERRY ARMSTRONG ON MOTHERHOOD & MYTH-BUSTING

As a mum, I am often bombarded with conflicting messages about food and drinks - one day something is good for you and the next it's bad and that can be confusing.

I want my family to have good health, and I also want them to have fun.

As parents we all need to be aware of the challenges that modern living presents us with but as long as we continue to try to be well informed then we can make better choices for our families and ourselves.

When I was asked to speak out in favour of one of the world's largest brands, 'Coca-Cola', it became clear that it was surrounded by all kinds of myths and conjecture.

Now that I've found out what's myth and what isn't, it's good to know that our family can continue to enjoy one of our favourite drinks. My boys now call me Mum, the Myth Buster!

Kerry Armstrong

HERE ARE SOME OF THE FACTS:

To set the record straight, here's some of the common myths the team at Coca-Cola has recently busted once and for all, so you can decide what to believe for yourself:

Myth. It's full of added preservatives and artificial flavours.

Busted. Not true. When John Pemberton mixed the first batch of 'Coca-Cola' in 1886, his secret formula was derived from natural sources. The taste was so amazing, he knew it wasn't necessary to add any preservatives or artificial flavours. And that original recipe is still the one we use today.

Myth. Makes you fat.

Busted. No one single product makes you fat. At Coca-Cola we help people make informed choices about what's right for them depending on their individual needs. It's why we include an energy % daily intake label on all of our drinks. We also offer a wide variety including waters, juices and non-sugar drinks like 'Coca-Cola Zero' and 'Diet Coca-Cola'. It means people can enjoy all of these products as part of a healthy balanced diet and active lifestyle. Makes you fat? Fat chance.

Myth. It was originally green.

Busted. 'Coca-Cola' has never, ever been green. The famous Contour Bottle was green for a while but 'Coca-Cola' has always been brown in colour, which comes from caramel - a combination of heated sugar and water. Green? Just another colourful story.

Myth. 'Coca-Cola' contained cocaine once upon a time.

Busted. Don't you just love this one. Cocaine has never been an added ingredient in the secret recipe of 'Coca-Cola', nor does it contain any other illegal substance. We know 'Coca-Cola' is an uplifting drink, but this one is just another urban myth. We think the powers that be might have an issue with one of Australia's most popular drinks containing illicit substances! Cocaine in 'Coke'? What a joke.



Myth. Packed with caffeine.

Busted. The caffeine in 250ml of most soft drinks like 'Coca-Cola', 'Diet Coca-Cola' and 'Coca-Cola Zero' is about 1/3 the level you'll find in the same amount of coffee - and only 1/2 the amount in a cup of tea. Caffeine is added for taste to enhance the complex flavour of 'Coca-Cola' and many other drinks. What's more, it's been added to thousands of different types of drinks for over 100 years. Packed with Caffeine? Pack of lies.

Myth. Rots your teeth.

Busted. 'Coca-Cola' has the same level of acidity as many other food and drinks. And, when you think about it, drinks like 'Coca-Cola' are swallowed quite quickly and the saliva in your mouth washes away the liquid. Dental hygiene is the key! Make sure you look after your teeth by brushing regularly and visiting your dentist. In fact, tooth decay is declining globally, even as soft drink consumption has increased. This all means there's no real reason why you can't enjoy 'Coca-Cola'.

For more interesting facts go to
www.coca-cola.com.au