

Continuing to serve our customers

Through a number of varied local initiatives across Europe, we're doing all we can to help our customers through the crisis. Horeca outlets are the heart and soul of countless communities and we are focussed on using our local expertise to offer the right level of support to businesses which need it now, more than ever.

Germany



- Launched LOKALFREUN.DE – a national donation platform to support ‘away from home’ outlets like bars, cafes and restaurants. The Coca-Cola Company will pledge an extra 10€ for each of the first 10,000 donations.
- Our employees in Münster have been supporting our trade catering customers, delivering meals to vulnerable people and those who are self-isolating.

Netherlands



- Playing our part in programmes such as ‘Together, At Home’ which encourages people to support their favourite restaurants by continuing to order for takeaway or delivery. Partners include Domino’s, Burger King, Unilever, Uber eats and Deliveroo.
- #HorecaComeBack is a similar scheme, enabling people to buy vouchers for restaurants while they’re closed.

Great Britain



- Taking part in programmes such as ‘United We Stand’ – informing people working in the Horeca sector on what support is available and offering advice on how to navigate the crisis.
- Active engagement in ‘Britain’s Biggest Round’ – an initiative encouraging people to support their local pub / bar whilst thanking frontline heroes, which is aiming to fund 10 million drinks for key workers.

Iberia



- Leveraging our advice and support network through programmes such as Bartalent Lab, providing customers with online content to help them through the crisis and onto the recovery stage.

France



- Taking part in ‘J’aime mon Bistrot’ – a crowdfunding initiative, to provide financial support and advice for Horeca outlets. Co-founded with Nestle, Heineken, Pernod Ricard, Lavazza and Gerard Bertrand.
- Leveraging our partnership with 1000 local cafés in 1000 villages. Working alongside The Coca-Cola Company, this scheme will aim to restore the social link between cafés and their local population through direct financial support over the next 3 years.

Belux



- ‘Cooler Buddy’ programme launched to help replenish shelves and support the operation of the local supply chain.
- Supporting #HorecaComeBack in Belgium and Luxembourg, helping local businesses financially, by encouraging people to buy vouchers during the crisis and redeem them once their choice of outlet is open again.