Coca-Cola Twist Design Rationale

* Sustainability
  + Reuse
    - The bottle is intended to be returned to retailers that can support reusable Coca Cola bottles.
    - Whenever Coca-Cola deliveries would then arrive with filled bottles, the emptied bottles can be returned to the distribution center. This adds value to the return trip distribution vehicles take.
    - Separable halves help facilitate the sanitation process for the reusable bottles so they can be reintroduced to retail quickly.
      * *Washing bottles can be tricky because the mouth of the bottle is often so narrow compared to the rest.*
      * *When cleaning the Coca-Cola Twist, the halves can be cleaned more effectively with the interior surface area far more exposed.*
      * *Can be cleaned 25 times.*
  + Return
    - The bottle is intended to be returned to retailers that carry reusable Coca-Cola bottles. Whenever Coca-Cola deliveries would then arrive with filled bottles, the emptied bottles could be returned to the distribution center. This grants additional value and utility to the return trip distribution vehicles take.
    - If a customer were to lose, destroy or accidentally throw away a typical reusable bottle, it would not be so easily recoverable. With the Coca-Cola Twist, if one half is lost, the other can still be returned.
    - Customers could be encouraged to return Coca-Cola Twist bottles through rewards programs, offering discounts on the next purchase of reusable bottles.
  + Full PET construction
    - Reusable bottles still have an end-of-life, and the impact of the thicker bottles is more important. Much like the disposable counterparts, the Coca-Cola Twist is fully PET.
* User experience
  + Separate halves
    - Extra Cup
      * The bottom half of the Coca-Cola Twist serves as an extra cup. This feature comes into use with 1-liter sizes, which are ideal for sharing.
    - Ice Scoop
      * The top of the bottle when detached serves as an ice scoop for parties or tailgates. Ice can be scooped directly into the bottom of the Coca-Cola Twist to allow ice-cold pouring without taking up any cooler space.
* Design decisions
  + Graphics made to fit into the Coca-Cola label family, but featuring more of the secondary color. This can be adapted to other products in the Coca Cola family like Coca-Cola Zero, Diet Coca-Cola or any Coca-Cola flavors.
  + The bottom of the bottle in the render is modeled to be reminiscent of the classic “Coca-Cola glass” to communicate that it is meant to be used as a cup.
  + All aspects of the label graphics and bottle shape are meant to look familiar but provide a new twist. Customers will see the Twist bottle as a new type of package, but know that it's still the Coca-Cola they love.