

The *Share a Coke Coozie* package for 2 mini cans provide a sense of community and togetherness while indulging in one's favorite beverage.

The package utilizes recycled kraft board to be more sustainable while still being able to support and contain the weight of the cans. While being also fully recyclable after use, including the can and the carton. Making this a fully recyclable package system, primary and secondary can be tossed into their respective recycling bins.

The thoughtfully designed octagonal shape not only enhances its aesthetic appeal but also serves a dual purpose in creating the optimal consumer experience. The octagonal shape gives an ergonomic grip and ensures a comfortable and natural hold, allowing consumers to effortlessly interact with the package. This design decision not only provides an ergonomic feel for optimal consumer interaction the shape also provides the ability for the packages to fit together tightly for optimal storage and shipment, leading to seamless fitment and creates a practical advantage. This leads to less wasted space that is commonly associated with circular packages when trying to optimize space when being packed into its shipper.

The brilliance of this packaging truly lies in its seamless functionality, achieving access to the product in one smooth motion. As you start to open the package at the designated starting point and begin the tear, the intuitive design effortlessly removes the panel, unveiling two individual cans within a cleverly designed sleeve. After you are able to easily twist and break the package into two providing a way to share with a friend. Once separated the bottoms stay on providing a built-in coozie, this not only serves a practical purpose but also elevates the overall experience, transforming every beverage moment into an enjoyable experience.

The graphics mimic those of a regular size can, to keep brand recognition in line and so consumers will know exactly which Coca-Cola product they are purchasing. The iconic Coca-Cola graphics have been utilized to avoid the confusion that often comes with a new packaging redesign or new multi-pack SKU. There also is the added share a coke with me and you to promote sharing with others and create a wholesome consumer experience that extends beyond just the purchase of a drink. On the inside of the package you will find graphics that say recycle me to promote consumers to recycle the whole package after sharing their favorite drink with a friend. Bringing people together and being fully recyclable!

The Share a Coke Coozie package for 2 mini cans is more than just a vessel for beverages, it symbolizes a sense of community and togetherness. Through its thoughtful design and sustainable choices, this packaging not only enhances the consumer experience but also aligns with the ever growing move to always be more sustainable.