

Coca-Cola, Bottler To Invest \$3B In Russia

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NEW YORK (AP) -- Coca-Cola Co. and Coca-Cola Hellenic Bottling Company SA, plan to invest \$3 billion in Russia over the next five years as part of an ongoing push into emerging markets.

Coca-Cola, the world's largest soft drink maker, has been investing in emerging markets in order to expand its presence there. The Atlanta company gets about three-quarters of its revenue from overseas, with emerging markets among its fastest-growing components.

The \$3 billion investment will occur from 2012 to 2016.

Coca-Cola and Coca-Cola Hellenic, the world's second-biggest Coke bottler, announced the investment during the opening of a new Coca-Cola plant in Russia's Rostov region.

Coca-Cola said Monday that it is working with its bottling partners to invest almost \$30 billion over the next five years to support anticipated growth across the business.

[SOURCE](#) [1]

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