



PRESS RELEASE  
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## Coca-Cola in safe hands with PortaDrink®

Coca-Cola sales at Wembley have increased thanks to the use of **PortaDrink®**. This reusable multi-cup carrier increases speed-of-service at the bar by over 25%. No assembly required - just place the filled cups into the holes, lift and go.



It's the only multi-cup carrier on the market, which can conveniently and safely carry 2 or 4 drinks in **one-hand** without spilling. Supplied flat, its patented design is made in the UK from unbleached paperboard, sourced from managed forests and can be branded easily both sides. The 'Duo' version (shown below) has a perforation enabling a 4-cup carrier to split into two 2-cup carriers, which makes it thrifty on space, unlike other drink carriers. **PortaDrink®** is sustainable, water resistant, recyclable and compostable.

You will see **PortaDrink®** in action at many key venues including the following:

- Wembley & Millennium stadia
- Murrayfield & Odyssey stadia
- Glastonbury, Reading & Leeds festivals
- UK Cricket Grounds including The Oval, Lords and Trafford Park
- Costa Coffee outlets
- Shakeabout, Bluewater



### PortaDrink® 4-pint 'MDU' version (as above)

#### For more information contact:

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- Packing: 375/box, 11,250/pallet, 292,500 per load of 26 pallets.
- Guide cost: 100k = 10p/carrier
- £100/col set-up. Lead-time 4 weeks.
- Generic design available ex stock.