



Coca-Cola® Creations Imagines Year 3000 With New Futuristic Flavor and AI-Powered Experience

09-12-2023

Coca-Cola is inviting fans to imagine what the future tastes and feels like with a limited-edition drink and new AI-powered experience.

Coca-Cola® Y3000 Zero Sugar was co-created with human and artificial intelligence by understanding how fans envision the future through emotions, aspirations, colors, flavors and more. Fans' perspectives from around the world, combined with insights gathered from artificial intelligence, helped inspire Coca-Cola to create the unique taste of Y3000.

"We hope that Coca-Cola will still be as relevant and refreshing in the year 3000 as it is today, so we challenged ourselves to explore the concept of what a Coke from the future might taste like—and what kind of experiences would a Coke from the future unlock?" said Oana Vlad, Senior Director, Global Strategy, The Coca-Cola Company. "The 'Real Magic' brand platform celebrates unexpected connections that make the ordinary extraordinary, so we intentionally brought human intelligence and AI together for an uplifting expression of what Coca-Cola believes tomorrow will bring."

The zero-sugar offering will be available for a limited time in select markets including the United States, Canada, China, Europe and Africa. Consumers in the United States and Canada can also reach for an original taste version of Coca-Cola® Y3000.

Coca-Cola® Y3000 Zero Sugar sports an equally futuristic—and optimistic—visual identity. Co-created with artificial intelligence, the design showcases liquid in a morphing, evolving state, communicated through form and color changes that emphasize a positive future. A light-toned color palette featuring violet, magenta and cyan against a silver base gives a futuristic feel. The iconic Spencerian Script features a connected matrix with fluid dot clusters that merge to represent the human connections of our future planet.

Consumers can scan an on-pack QR code to access the Coca-Cola Creations Hub, where they can filter photos through the custom Y3000 AI Cam to envision what their current reality could look like in the future. And the futuristic fun will continue IRL through the Y3000 capsule collection, co-created with the genre-defying fashion brand AMBUSH® founded by designer Yoon Ahn. Inspired by a vision of the year 3000, the limited-edition collection includes a necklace resembling the top of a Coca-Cola can, a graphic tee featuring AMBUSH® and Coca-Cola logos, and a silver sequin shirt that spotlights a futuristic version of the Coca-Cola can on the back. Available in limited quantities, the capsule collection will be released on October 17 and will be available for purchase on AMBUSHDESIGN.com and select AMBUSH®

WORKSHOP stores.

Coca-Cola Creations lends the iconic Coca-Cola brand to new expressions fueled by collaboration, creativity and connection. Each sequential, surprise-and-delight drop brings to life the “Real Magic” philosophy with a limited-edition flavor—complemented by designs and experiences—inspired by music, gaming, sports and other consumer passion points. The Coca-Cola® Y3000 Zero Sugar launch follows other fantasy-flavored Coca-Cola Creations drops: Coca-Cola® Ultimate Zero Sugar, Coca-Cola® Move, Coca-Cola® Starlight, Coca-Cola® Zero Sugar Byte, the artist Marshmello’s Limited Edition Coca-Cola®, Coca-Cola® Dreamworld and Coca-Cola® Soul Blast.

“The role of every drop is to leverage the latest, most advanced technologies and cultural trends to create novel experiences,” Vlad said. “After leaning into Augmented Reality last year, we’re embracing the power of AI and continuing to build our company’s capabilities in this exciting space. Coca-Cola Creations has created new pathways to deepen our engagement with existing fans and those who may not have considered the brand before.”