

The logo for Seeking Alpha, with the text 'Seeking Alpha' in white and a gold Greek letter alpha symbol to the right, all on a dark red background.

## CocaCola Enterprises Inc. 2009 Outlook Conference Call Transcript

### Question-and-Answer Session

---

#### Operator

(Operator Instructions) Our first question is from Bill Pecoriello Morgan Stanley.

#### Bill Pecoriello Morgan Stanley

My question is on the price volume tradeoff for 2009. You put in a sizable price increase postLabor Day. The volumes are turning a little bit better. I know you are not giving the components of that revenue guidance for 2009, but do you see the pricing to continue at the level that you have taken? You have that new price pack architecture you are testing that's going to help out. How are you thinking about the pricing relative to what we have been seeing in the fourth quarter?

#### John Brock

Good question. Let me ask Steve to address that.

#### Steve Cahillane

We are pleased with the way the price increase as gone in the fall, as John and Bill both mentioned. As we look to next year and we see the environment in front of us, we would anticipate a price increase in February around 2% or so. And then we will obviously look towards the balance of the year, in the back half of the year, to see if there's any opportunities. But we'll be very conscious of the volume value equation going forward.

#### Bill Pecoriello Morgan Stanley

If I can just followup, will Coke's concentrate move up with this incidence new model kind of in line with that pricing or would it move up, you called it a transition year?

#### John Brock

Let me ask Bill Douglas to address that question.

#### Bill Douglas

I will try to keep it simple. Clearly, we are transitioning to a new concentrate model which is difficult to compare it on a likeforlike basis. But if I add it all in and we look at the average concentrate price we expect to pay in 2009 versus the average concentrate price that we paid in 2008, we are expecting

that netnet increase to be approximately 2% on the P&L, but the components will be somewhat different.

**Bill Pecoriello Morgan Stanley**

So longer term, if you had the revenue per case up 6%, you would expect to concentrate up 6% but in the transition year, we are going to see a disconnect between those two.

**Bill Douglas**

That's a fair representation. Going forward, the basis of the incidence is the concentrate would track fairly closely the net wholesale price increase realization.

**Operator**

Our next question comes from Judy Hong Goldman Sachs.

Copyright © 2008 CNET Networks, Inc. All Rights Reserved.