

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.

Coca-Cola Enterprises Q1 2009 Earnings Call Transcript

Question-and-Answer Session

Operator

At this time we would like to take your questions [Operator Instructions].

William Douglas

Our first call is from Kaumil at UBS Operator please.

Operator

Your line is open.

Kaumil Gajrawala- UBS

Can you talk about how much some of the newer products such as Monster and the rollout of Powerade Zero contributed to volume growth?

John Brock

Steve, can I ask you to comment on that?

Steven Cahillane

We're really delighted by these new entries. If you look at Monster and Vitamin Water Ten in particular very significant to the portfolio. They added about 1.5 points of growth and our entry level packages, the 14 and 16-ounce bottle predominantly sold at \$0.99 throughout the United States really driving our recruitment initiative. They added about a half of point of growth to our total for the first quarter.

Kaumil Gajrawala- UBS

Steven, if I could follow-up; you've now been in North America for a period of time after being in Europe. What are you seeing in North America that perhaps some of what you had learned when you were running the European business you think might be interesting to transition?

Steven Cahillane

Some of the things that we're doing right now in North America around Fountain Harmony, outlet service solutions, the work we're doing with the Coca-Cola Company, which is really significant our ability to achieve higher levels of satisfaction with our customers and better customer service are

really borrowing from the model that we have in Europe and in many parts of the world. So it's more flexible, it's customer focused and I believe it's helping us drive a good result here in North America.

The other thing is more consumer focus at the immediate consumption level, which we were also borrowing from not only Europe but the rest of the world to drive better penetration of [inaudible] and better recruitment are things that we borrowed from around the world.

Kaumil Gajrawala- UBS

I see, like the boost zones you had talked about?

Steven Cahillane

Boost zones are a definite borrow from Europe. We are rolling out boost zones in many of our markets throughout the US and Canada. It's early days but the results are very strong and we'll continue to roll that out throughout the rest of the year and I know Hubert is continuing to roll out more boost zones in Europe because it's something that works for us. It works for the customer and it drives better recruitment and penetration with our key consumers.

Copyright © 2009 CBS Interactive, Inc. All Rights Reserved.