

Coca-Cola launches clear, zero-calorie beverage in Japan

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Coca-Cola Japan initially created the concept to appeal to Japanese consumers who desire new, innovative beverages during summer, and the drink was developed over the course of a year at Coca-Cola's US headquarters.

The drink does not feature the caramel flavourings which create the iconic black/brown colour of traditional Coca-Cola beverages, as the ingredient could not be used for a transparent drink.

According to Coca-Cola, over 50 different recipes were trialled before the final Coca-Cola Clear recipe was formulated, and the addition of lemon juice allowed the creation of a zero-calorie drink that was able to balance sweetness and sourness to create the ideal taste.

The drink is also packaged in 500ml and 280ml transparent bottles with a transparent label, in order to highlight that the new beverage is completely clear.

This new launch is the latest innovation introduced to the country by Coca-Cola, following the introduction of the company's first-ever alcoholic drink last month, as well as the release of Coca-Cola Frozen pouches and Coca-Cola Peach earlier this year.