Holiday Greetings from a TaB Fan!

Date: _____

Mr. Rob Gehring
President, Coca-Cola North America
The Coca-Cola Company
One Coca-Cola Plaza NW
Atlanta, GA 30313

Dear Mr. Gehring,

Welcome back to Coca-Cola, and happy holidays! As you settle into your new role, I want to share a little business justification from a loyal customer: please bring back TaB.

TaB isn't just nostalgia. It's demand waiting to be met. Here is what a comeback would mean from me alone:

I would buy about this many cases **per week**: *(check one)*

☐ 1 ☐ 2–3 ☐ 4–6 ☐ 7 or more

I personally know this many people who would buy TaB too: *(check one)*

☐ 1–5 ☐ 6–10 ☐ 11–25 ☐ More than 25

TaB fans have put up a billboard in Atlanta, sponsored a racecar, and asked about TaB at shareholder meetings. We have stayed loyal for years. Even a limited run would let you test the market with very little risk, and I am confident it would sell out fast. I would be first in line.

A personal note:

_____

_____

Thank you for considering it. Warm wishes for a great start,

Signature _____

Name _____ City, State _____

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