



## FOR IMMEDIATE RELEASE

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### **DUCHESS ANSONIA TO HOST "COCA-COLA FREESTYLE® FANTASY DAY," UNVEILING RESTAURANT MAKEOVER, COCA-COLA FREESTYLE "FOUNTAIN OF THE FUTURE"**

#### **New Touch Screen Fountain Dispenser Complements Duchess Ansonia's 100 Plus Menu Items with Unprecedented 100 Plus Beverage Options**

**ANSONIA, Conn. (April 1, 2011)** -- When it comes to self-serve beverage fountains, Duchess Ansonia customers are about to experience a restaurant first in the State of Connecticut. As part of its yearlong 55<sup>th</sup> anniversary celebration, Duchess Restaurants, Connecticut's original fast food restaurant chain, known for serving fresh, made-to-order food fast, has given its Ansonia restaurant location a complete makeover, modernizing its interior décor with everything from new seating, flat-screen TVs and lighting to wall coverings and tables. But the star of the show is a sleek, new touch screen fountain dispenser from Coca-Cola: The Coca-Cola Freestyle®.

Complementing Duchess' unmatched variety of more than 100 fresh, cooked-to-order breakfast, lunch and dinner menu items, the revolutionary new touch screen fountain provides an unprecedented 100 plus still and sparkling regular and low-calorie Coca-Cola beverage brands – including many varieties of waters, sports drinks, lemonades and sparkling beverages that, prior to the arrival of Coca-Cola Freestyle, were not available in the U.S.

"We've built our reputation offering our customers unparalleled freshness and variety in their meal choices," says Gary Lavin, co-owner of Duchess Ansonia and vice president of Duchess Worldwide, Inc. "We are excited to be able to offer our customers the latest in

fountain beverage technology with virtually limitless combinations and choices, and are honored that The Coca-Cola Company chose our Ansonia location to debut Coca-Cola Freestyle in Connecticut."

At an all-day "Coca-Cola Freestyle Fantasy Day," on Saturday, April 9<sup>th</sup>, Duchess Ansonia customers will be the first in the state to taste Coca-Cola Freestyle's unheard of beverage variety and experience the proprietary innovation industry insiders call the "Fountain of the Future." "Coca-Cola Freestyle Fantasy Day" perks include:

- In celebration of the Duchess Restaurant chain's 55<sup>th</sup> anniversary, Duchess Ansonia lunch and dinner customers will get 55 cents off all regularly priced lunch/dinner combo meals.
- The Coca-Cola Polar Bear will make a special appearance to pose for photos with guests, which can be downloaded from the Duchess Restaurants website.
- Duchess Ansonia customers who "like" Duchess Restaurants on Facebook and post their favorite Duchess meal/Coca-Cola Freestyle combination will have the chance to win a variety of prizes, including Duchess gift cards.
- The launch of Duchess Ansonia's new Ansonia High School \$500 College Scholarship. Ansonia High School seniors are invited to apply online by visiting [www.scholarships.com](http://www.scholarships.com).
- In celebration of the launch of the new Duchess Ansonia High School College Scholarship, and The Coca-Cola Company's 125<sup>th</sup> anniversary, the first 125 Ansonia High School teenagers to test drive Duchess Ansonia's new Coca-Cola Freestyle fountain dispenser will win free, limited addition, commemorative t-shirts.

"We have created a concept that is quickly becoming recognized as the soda fountain of the future – a representation of the way people will experience Coca-Cola beverages years from now," says Gene Farrell, vice president, Coca-Cola Freestyle, Coca-Cola North America.

With the synergy between Duchess' extensive 100 plus made-to-order menu items and Coca-Cola Freestyle's 100 plus variety of fountain drinks, Coca-Cola Freestyle is a natural for Duchess Ansonia customers who have appreciated the Duchess difference since the chain opened its Ansonia doors in 1964. "At Duchess, we have something for everyone. Our customers run the gamut from busy families on the go to high school students to empty nesters, but they all have one thing in common, they want high quality, fresh, made-to-order food at their fingertips. We know Coca-Cola Freestyle will be a big hit in Ansonia," says Lavin.

**About Duchess Worldwide, Inc.**

A decade after pioneering Connecticut's diner industry in the late 1940's, brothers Harold and Jack Berkowitz founded Duchess, Connecticut's original fast food restaurant chain. Today, 55 years later, the Bridgeport, Conn. hotdog stand known for serving fresh food fast, has expanded to 15 restaurant locations, complete with eat-in dining rooms, take-out service and drive thru. Locations throughout Fairfield and New Haven Counties, include Ansonia, Bridgeport, Danbury, Darien, Fairfield, Milford, Monroe, Naugatuck, Norwalk, Orange, Shelton, Stratford and Wallingford. The original 1956 menu of burgers, hotdogs, French fries and milk shakes has grown dramatically to include an unmatched variety of more than 100 fresh, cooked-to-order menu items for breakfast, lunch and dinner. Duchess has perfected a totally unique approach to fast food, transforming dashboard dining into nothing less than a short-order cooking art form. Privately owned and operated, Duchess Worldwide, Inc., is based in Milford, Conn. For more information, visit [www.duchessrestaurants.com](http://www.duchessrestaurants.com).

**About Coca-Cola Freestyle®**

The sleek, stylish new fountains are touch screen operated, enabling consumers to select from more than 100 regular and low-calorie branded beverages. Many varieties of waters, sports drinks, lemonades and sparkling beverages are now available to U.S. consumers exclusively on Coca-Cola Freestyle. Coca-Cola Freestyle uses unique, proprietary PUREPOUR TECHNOLOGY™ and has the capacity to dispense more than 100 branded beverages in the same footprint as a standard eight-valve machine. Coca-Cola Freestyle is now available in nearly 400 restaurants and 25 markets across the U.S., including Atlanta, Baltimore, Chicago, Dallas, Jacksonville, Orlando, Phoenix, Salt Lake City and Northern and Southern California. The Company plans future U.S. introductions throughout 2011. Consumers can experience Coca-Cola Freestyle virtually at [www.facebook.com/cocacolafreestyle](http://www.facebook.com/cocacolafreestyle).

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