

《可口可乐开卖牛奶 比市价高两倍 你买吗？》



Coca Cola is to produce its own brand of milk as it expands from carbonated sugary drinks.

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The American drinks giant is making a daily pint called Fairlife which it predicts will 'rain money' for the firm.

????????????????Fairlife????????????????

The new product will cost double the price of traditional versions containing higher protein, less sugar and it will be lactose free.

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Fairlife will contain 50 per cent more protein, 50 per cent less sugar than normal milk, and 30 per cent more calcium.

Fairelife????????50%????30%????50%???

Coke's move into the dairy business follows a shift into water and its Simply juices as profits fall from its main range of fizzy drinks.

The product is specially filtered to extract elements of fat and sugar and Coke hopes that it will compete in the rapid

growth sports and energy drinks market.

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It comes at a time when milk sales in America have been tumbling as consumers moved to orange juice and other drinks.

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A spokesman said Fairlife is only available in America at present.

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