Now You Can 'Share a Coke' at Topgolf

Topgolf Taps Coca-Cola as Official Beverage Partner

DALLAS, Dec. 3, 2018 /PRNewswire/ -- Global sports entertainment leader Topgolf® has expanded its partnerships portfolio by adding The Coca-Cola Company as an official beverage partner. Topgolf guests now can enjoy more than a dozen Coca-Cola products in all of its 46 U.S. venues, as well as at Topgolf Crush events and through special partnership activations.

In addition to Coca-Cola, Topgolf will serve Coke Zero Sugar, Diet Coke, Sprite, Fanta Orange, Barq's Root Beer, Minute Maid Light and vitaminwater zero. Guests also will be able to order Gold Peak Tea, Dasani, smartwater, Topo Chico and Simply juices.

"Few brands can put a smile on a person's face like Coca-Cola beverages can. We're proud those moments of happiness will now be created at Topgolf," said Brian Radics, chief marketing officer at Topgolf. "After all, Topgolf is in the business of bringing people together for great times. Coca-Cola is an ideal partner to elevate the Topgolf shared experience with our guests."

As one of the world's most iconic beverage companies, Coca-Cola has a long history of supporting and partnering with major events, sports organizations and activations around the world. With Topgolf quickly becoming one of the most popular brands in the sports and entertainment industry, Coca-Cola has committed to bring the Topgolf fan experience to new heights.

"We are excited to welcome Topgolf to the Coca-Cola Family and share our passion for refreshing sports fans and enhancing their entertainment experience," said Andy McMillin, chief marketing officer of Coca-Cola North America Foodservice and On-Premise. "We look forward to leveraging our brands, programs and joint marketing activities to create unique experiences for Topgolf guests."

Topgolf and Coca-Cola will kick off the partnership with weekly College Nights, an experience for college students to enjoy Topgolf with special benefits. Beginning in 2019, Topgolf guests can participate in Coca-Cola game integrations inside World Golf Tour with a chance to win exclusive prizes and experiences from Coca-Cola. In addition, Topgolf will be featured in Coca-Cola's popular Sip & Scan program which will give Coca-Cola fans access to special offers at Topgolf.

To learn more about the Topgolf and Coca-Cola partnership, as well as other brand integrations, visit www.topgolfmedia.com.

About Topgolf
Topgolf is a global sports entertainment community creating great times for all. With a worldwide fan base of nearly 100 million, Topgolf prides itself on its special blend of technology, entertainment, food and beverage and the inherent good that can be accomplished when a community of all walks of life comes together.

The first brand expression of this togetherness is a Topgolf venue. These multi-level complexes feature high-tech golf balls and gaming, climate-controlled hitting bays, renowned menu, hand-crafted cocktails, events, music and more. The nearly 50 U.S. venues along with four international venues entertain more than 17 million Guests annually.

Beyond the venues, Topgolf fits seamlessly into the lives of our engaged community with emerging brands such as Topgolf Swing Suite, a luxury simulator experience; Toptracer, real-time tracking as seen on TV; Toptracer Range, bringing the tracing technology to driving ranges around the world; and WGT, the world's largest digital golf audience. As a growing lifestyle brand, Topgolf is discovering new ways to engage and delight our Guests through original content series, pop up social experiences like Topgolf Crush, and even through building music venues like The Cowan in Nashville.

To learn more and join the fun, follow @Topgolf or visit www.topgolf.com.

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