

Water usage to make a ½ liter bottle of coke

http://assets.coca-colacompany.com/6f/61/43df76c8466d97c073675d1c5f65/TCCC_TNC_WaterFootprintAssessments.pdf

Water footprint report
Joint with the Nature Conservancy

1/2 liter Coca-Cola beverage in PET bottle:
23 liters of water Green water is 15 liters, the blue
water footprint is 8 liter

Produces 12 liters of waste water

Roughly 70:1 ratio

Random facts about Coca Cola

<http://www.businessinsider.com/facts-about-coca-cola-2011-6?op=1>

- Coke makes 3500 different kinds of beverages, marketed under 500 different brand names \$35.1 billion dollars in annual revenue (2010)
- The brand name is worth an estimated \$74 billion
- Average person in the WORLD consumes a coke product once in four days
- Coke spends more on advertising (2.9 Billion) than Microsoft + Apple
- Americans ingest 1.7 million tons of sugar from coca-cola
- Coke uses 300,000 tons of Al for its cans each year (17% of the US Al output)

Random Health Claims

- “While total fat mass remained the same across all beverage-consuming groups, researchers say dramatic increases in fats that are hard to detect with the naked eye occurred. Those who drank the regular cola experienced a 132 to 142 percent increase in liver fat, a 117 to 221 percent jump in skeletal fat, and about a 30 percent increase in both triglyceride blood fats and other organ fat. The regular soda-drinking group also experienced an 11 percent increase in cholesterol, compared to the people who drank beverages.
- 2009 Nurses' Health Study of 3,256 women found a 30% drop in level of kidney function for participants who drank 2 or more servings of diet pop daily.
- Studies on tooth enamel decay
- Studies on bone loss.
- Carcinogenic: 2-methylimidazole and 4-methylimidazole in the caramel coloring
- Claims of accelerated aging.
- Concerns about brominated vegetable oils

- “The most recent headlines have raised concerns that diet sodas boost stroke risk. Diet and regular sodas have both been linked to obesity, kidney damage, and certain cancers. Regular soft drinks have been linked to elevated blood pressure.”
- Clear correlation with diabetes

Embodied Energy

<http://www-g.eng.cam.ac.uk/impee/topics/RecyclePlastics/esd-ts/AluCanEmbodiedEnergy.pdf>

4 MJ in a 12oz can

1MJ = 0.098 Kg CO₂ , so almost ½ KG of CO₂

34.2 MJ/Liter -- so 0.1169 liters of gasoline, which is 4 oz of gasoline