



## Superfans Urge Coca-Cola to Bring Back TaB

### Nonprofit SaveTaBSoda Committee looks to work with beverage giant to get beloved diet soda back in circulation

For Immediate Release

- Committee of TaB drinkers rallying consumer support and raising funds for movement to convince Coke to bring back its original diet soft drink

What product gets you going in the morning? Or helps you make it through the day? Is it a particular coffee, tea or soft drink?

For Jenny Boyter, it's her morning TaB. But when Coca-Cola announced it was halting production of the iconic diet soft drink at the end of 2020, the reality that her morning routine would be upended hit hard.

"I was stunned, to be honest," said Jenny. "It's been a part of my life for so long now, and it has such a unique taste. To me, it's irreplaceable."

So, like many TaB devotees, she began searching high and low for TaB at local grocery stores and markets, aided by a network of friends who added it to their carts when they could find it. Such stockpiling led to a run on the soda as supplies dwindled. For the first time, TaB became one of the top 10 soft drinks sold on Amazon. Even today, expired 12 packs of the soda are offered as high as \$75-100 on Amazon and eBay.

#### Enter the SaveTaBSoda Committee

It didn't take long for Jenny to find a community of like-minded TaB drinkers online, and soon after the SaveTaBSoda Committee was born.

The committee is a nonprofit group of loyal TaB drinkers that is busily fundraising and drumming up support for its efforts to convince the Coca-Cola Company to bring back the beloved diet soda ahead of its milestone anniversary in 2023, even if not in the traditional soft drink distribution model.

"The SaveTaBSoda Committee is in this for a win-win for Coca-Cola and TaB drinkers. We know Coke made a business decision to eliminate TaB, but we believe there are innovative solutions that can get TaB back in the hands of its legions of fans while also proving profitable to Coke," said Adam Burbach, Committee Founding Member. "And with TaB turning 60 next year, it's a perfect time to welcome it back!"

With members from across the U.S., the committee works to unite voices of TaB drinkers everywhere and seek ways to make TaB available to consumers that are also beneficial and profitable for Coca-Cola and its partners.

In the meantime, the Committee is collecting signatures on a petition (<https://www.change.org/savetabsoda>) to bring back TaB and raising funds for awareness marketing, including digital billboards to be placed near Coca-Cola headquarters in Atlanta.

"For us, TaB isn't just a soft drink, it's part of who we are," said Trish Priest, Committee Founding Member. "We all have stories of TaB-themed parties or friends giving us TaB-related gifts. It's become part of our lives, so we're



going to do everything we can to work with Coke to get TaB back in the marketplace again. And who knows, maybe we'll pick up the next generation of TaB fans along the way."

The committee encourages supporters and others who are interested in its efforts to visit their website at <https://savetabsoda.com> where there are links to the petition, fundraiser, and other relevant information about the cause.

#### **About SaveTaBSoda Committee**

Founded by a group of TaB drinkers, the organization was designed to focus on activities and events intended to convince Coca-Cola to change its mind on product discontinuation. The Committee works on behalf (and with the help) of TaB drinkers everywhere! In August 2021, the committee formally organized as a nonprofit corporation.