



48HR REPACK CHALLENGE

2026 BRIEF



Taste the Challenge

The Coca-Cola Company is an American corporation, and manufacturer, retailer, and marketer of nonalcoholic beverages. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia. By 1895, Coca-Cola was being sold in every state in the union. Coca-Cola's first ad read "Coca Cola. Delicious! Refreshing! Exhilarating! Invigorating!"

Today the Coca-Cola Company offers more than 200 brands in over 200 countries, aside from its namesake Coca-Cola beverage.

Coca-Cola advertising has "been among the most prolific in marketing history", with a notable and major impact on popular culture and society as a whole. The logo, bottle design, and brand image are internationally recognizable. Their product is ranked the number one soft drink, repeatedly, internationally, and has notoriety as the first soft drink consumed by astronauts in space.

Our mission is to refresh the world and make a difference.





Delivery Designed to Delight

Project Scope

Craft a food delivery experience for the modern consumer that enhances the role of the fountain beverage. Designs must provide uncompromised quality, ergonomics, and value under real-world conditions. The beverage must be an *in-dispense-able* part of the experience (no pun intended!)

Background

By some estimates, over a quarter of business at quick service restaurants (QSR) are served via the delivery channel. This ratio is expected to grow rapidly, becoming the majority of orders, over the next couple of decades.

One challenge with delivery, particularly for orders originating at home, is that consumers already have beverages available. Unlike during dine-in, consumers less often see the value of adding a beverage to their order. This dynamic underscores the need to innovate in the delivery beverage experience and protect an important revenue stream for Coca-Cola and QSRs.

Objective

A winning delivery experience that will entice consumers to preferentially order a beverage even if they already have a drink at home. The design should show clear value for the consumer to include a beverage when ordering, while being profitable, scalable, and sustainable to deploy.



Technical Details And Requirements

A Successful Solution Will:



- Deliver a platform that integrates a Coca-Cola fountain beverage and creates a standout experience that increases fountain beverage consumption among Coca-Cola consumers.
- Ensure a “just-poured” quality beverage upon arrival (typically 20–30 minutes after ordering), using packaging that is hassle-free, tamper-evident, spill-resistant, and satisfying for both the delivery driver and the consumer.
- Fit within QSR operational realities, including limited counter space and minimal preparation time.
- Be manufacturable at scale with a cost-effective design and supply chain.
- Minimize environmental impact through sustainable materials and end-of-life considerations.



Helpful Links

<https://www.coca-colacompany.com/sustainability/packaging-sustainability/design>

<https://www.coca-colacompany.com/brands>

<https://www.coca-colacompany.com/sustainability/packaging>



Project Deliverables And Expectations

1. One of the solutions, or components of multiple solutions, may be commercialized by The Coca-Cola Company.
2. The students may use the name, logos, or trademarks for Coca-Cola products in preparation of the challenge submissions to deliver professional / appropriate to a corporate environment.
3. The Entry must be accompanied by the following:
 - High res photos of your 3D mock-up of your package design
 - High res images or drawings that show-case your design
 - 1 copy (word or pdf) of the design rationale supporting your entry, maximum 500 words
 - 1 YouTube style video with your “sales pitch”, max. 2 minutes. Include a compressed version in your zipped folder AND provide a link to the video URL on YouTube on your Entry Form
 - Signed Submission Agreement and Entry form (Download at <https://48hrrepack.com/competition/> bottom of page)
 - For our website (see examples at <http://48hrrepack.com/past-contests>):
 - 1 image of your designs at 286 pixels (w) x 202 pixels (h),72 dpi
 - 2-4 images of your design at 700 pixels (w) x 351 pixels (h),72 dpi

www.coca-colacompany.com

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