



Svend Jansen  
svend\_jansen@jackdaniels.com  
502-774-7825

## **Jack Daniel's & Coca-Cola Expand RTD Portfolio with 16 oz Single-Serve Cans**

*The new Jack & Coke and Jack & Coke Zero format in a lower ABV is designed for more convenience, portability and on-premise efficiency*

**Lynchburg, Tennessee (February 10, 2026)** – Jack Daniel's and Coca-Cola are expanding their Jack & Coca-Cola ready-to-drink (RTD) portfolio with the introduction of Jack & Coca-Cola and Jack & Coca-Cola Zero in a new 16 oz, single-serve can. Built for convenience-driven occasions, the new format delivers the unmistakable Jack & Coke taste in a portable, easy-to-serve package at 5% ABV – ideal for today's on-the-go consumer.

"Single-serve continues to grow in the in the ready-to-drink category and this size gives our retail, convenience, and on-premise partners an easy way to capture on-the-fly purchases while offering a lighter, more sessionable Jack & Coke," said Mary Beth O'Mara, Jack Daniel's RTD Brand Director. "This 16 oz can takes our classic recipe and adapts it to fit today's drinking occasions, ultimately meeting people where they are with a bold taste."

Last year, Jack Daniel's expanded its RTD portfolio with the addition of a Flavors Pack featuring Jack & Coke Classic, Jack & Coke Cherry, and Jack & Coke Vanilla, followed by the launch of a standalone Jack & Coke Vanilla 4-pack in response to consumer demand. The introduction of the 16 oz single-serve format continues that growth by giving retail, convenience, and on-premise partners a portable, easy-to-serve, and more sessionable option for in-the-moment occasions.

Jack & Coca-Cola and Jack & Coca-Cola Zero 16 oz single-serve cans are permanent SKUs with national distribution, available now in a 12-can loosepack with a suggested retail price of \$3.99 per can.

For more information, visit [www.jackdaniels.com](http://www.jackdaniels.com).

### **About Jack Daniel's**

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery is the first registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Double Mellowed Tennessee Whiskey, Jack Daniel's Single

Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Jack Daniel's Bonded, Jack Daniel's Sinatra Select and Jack Daniel's & Coca-Cola. Today, Jack Daniel's is a true global icon found in more than 170 countries around the world and is the most valuable spirits brand in the world as recognized by Interbrand.

Please Drink Responsibly.

Whiskey Specialty, 5% alc/vol, Jack Daniel Distillery, Lynchburg, Tennessee. JACK DANIEL'S is a registered trademark. ©2026 Jack Daniel's. All rights reserved.