

Tiny typo proves embarrassing for Coca-Cola

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What a difference one letter makes.

A typographical error has resulted in an offensive word being printed in tiny type on the side of 2 million Coca-Cola Classic 12-packs distributed throughout metro Atlanta.

After being alerted to the error by a consumer, the Atlanta-based soft drink giant and its local bottler are in the process of placing a small sticker correcting the error on 12-packs remaining in warehouses.

Coca-Cola spokesman **Rob Baskin** said the boxes with the faulty spelling should be sold by the end of the week, and the correct word has begun appearing on shelves.

"We've done everything we can as quickly as possible," said Baskin. "We regret that anybody was offended by it. We were offended by it."

Normally, the small type under the copyright information states the "red disk icon and contour bottle are trademarks of the Coca-Cola Co." In the faulty packaging, the "s" in the word "disk" has been replaced with a "c."

The packaging, which plugs Coca-Cola's Red Hot Olympic Summer promotion, has been on store shelves in the metro area for three weeks. Coca-Cola discovered the problem last week and began correcting the error.

Coca-Cola has received six calls on its toll-free consumer hotline about the error.

"Everybody recognizes that it was an innocent mistake," said Baskin, who wouldn't say how the error occurred. "It's obviously a misprint."

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