Coca Cola PESTEL
Political - Government calorie reduction, VAT increase from 17.5% to 20%
Economic - Increase in soft drink consumption, cost of raw materials increase
Social - More awareness of health effects of soft drinks, consumption by males in London
Technological - New factories have the ability to produce cans of Coca-Cola at a faster rate  
     than a machine gun can fire bullets.
Environmental - Carbon dioxide high, need to reduce footprint. Also minimise water impact  
     and wastage. PET good lightweight recyclable packaging, glass also and  
     maintains taste
Legal - Front of pack labelling scheme for nutrition