



Reykjavik, 01 September 2022

Norwegian Cruise Line Announces Beverage Partnership With Coca-Cola During Norwegian Prima's Christening Voyage

NCL President and CEO Harry Sommer Celebrates with Iconic Coca-Cola® Polar Bear Aboard Norwegian Prima Following History-Making Christening Ceremony

[Norwegian Cruise Line](#) (NCL), the innovator in global cruise travel, announced today a beverage partnership with global iconic drink brand Coca-Cola® following Norwegian Prima's christening voyage from Reykjavik, Iceland.

[Norwegian Prima](#) will be the first vessel in NCL's 18-ship fleet to carry Coca-Cola® as its official soft drink with the remaining NCL ships to carry Coca-Cola® by the end of December 2022. In celebration of the new partnership and the christening of Norwegian Prima, the first major cruise ship to be christened in the Icelandic Capital, Harry Sommer, president and chief executive officer of Norwegian Cruise Line and Coca-Cola's® famous polar bear toasted to the momentous occasion with a refreshing Coca-Cola® beverage at the Penrose Atrium.

"With the historic debut of Norwegian Prima, Norwegian Cruise Line continues to push boundaries across every element of the guest experience, so it's perfectly fitting that we are unveiling and bringing on board a fresh, new beverage partnership with Coca-Cola® during the christening of Norwegian Prima," said Harry Sommer, president and CEO of Norwegian Cruise Line. "As a company rooted in history, Norwegian Cruise Line is honored to align with a fellow beloved brand, Coca-Cola®, and we look forward to leveraging this relationship to continue to enhance our guest experience."

As the first of six vessels in the new [Prima Class](#), the Brand's first new class of ships in nearly 10 years, Norwegian Prima debuted on Aug. 27 from Reykjavik, Iceland to more than 2,500 guests in a larger-than-life christening celebration with an unforgettable performance by Katy Perry, global superstar and godmother of the ship.

Built in Marghera, Italy, by Italian shipbuilder Fincantieri, Norwegian Prima is 965 feet long, 143,535 gross tons, and can accommodate 3,100 guests at double occupancy. Norwegian Prima offers guests exciting itineraries, the highest staffing levels and space ratio of any new cruise ship in the contemporary and premium cruise categories, and brand-first experiences with Ocean Boulevard, Indulge Food Hall, The Concourse, Infinity Beach, and Oceanwalk. Norwegian Prima also features multiple first-at-sea innovations, including a three-story transformational theater-nightclub, the Prima Theater & Club; its three-level racetrack with the Prima Speedway; the fastest slides at sea, The Drop and Rush; and the cruise industry's first sustainable cocktail bar with The Metropolitan Bar.

For more information about the Norwegian Cruise Line or to book a cruise, please visit www.ncl.com or call 888-NCL-CRUISE (625-2784) or contact a travel professional.

<https://www.ncl.com/newsroom/en-us/norwegian-cruise-line-announces-beverage-partnership-with-coca-cola-during-norwegian-primas-chr>