**Coca-Cola Unveils Zero Sugar Byte In Fortnite**

Coca-Cola and PWR are creating a Fortnite Pixel Point Island to advertise Zero Sugar Byte, the "pixel-flavored" second entry in Coca-Cola's Creations product line. The metaverse experience offers four pixel-based mini-games that encourage players to work together.

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[*https://www.marketingdive.com/news/coca-cola-coke-byte-pixel-new-flavor-gamers-fortnite/621503/*](https://www.marketingdive.com/news/coca-cola-coke-byte-pixel-new-flavor-gamers-fortnite/621503/)