



Introduction to myCoke.com

Ordering Guide – Freestyle Online Ordering

What is myCoke?

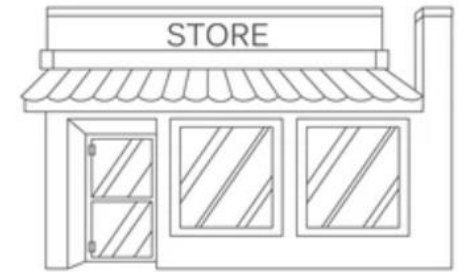


The myCoke Vision

Fully integrated business service platform
inclusive of sales, service and support



Available Anywhere at Any Time



myCoke is a self-service solution that
allows customers to place their Coca-Cola
orders online right from your computer



REGISTRATION



It all starts with one-click

Before you start – you will need your Freestyle account number that was provided in your myCoke welcome email or can also be found on one of your invoices. You will also need your location's postal code.

Go to the Freestyle.myCoke.com url
(Chrome is the preferred browser)

Click on the **'SIGN UP NOW'** button

Order your
Coca-Cola Freestyle
products online,
with myCoke

Sign up now

Coca-Cola
freestyle

Seagram's
GINGER ALE
lime

Sprite
lime

Fanta
cherry

Minute
Maid
lemonade

Sprite

POWER
ADE
strawberry

Minute
Maid
sparkling
drink
peach
lemonade

Mello
lemonade

DASANI
SPA BOTTLED
water

Hi-C

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BENEFITS OF MYCOKE



SHOPPING MADE EASY

Browse the catalog or easily add products from your last six deliveries using Order Builder



ORDERING MADE SIMPLE

Just order 10 unit cartridges to meet the new, simplified Minimum Order Quantity requirement



TRACK ORDERS EASILY

View up to two years of order history through your myCoke account

REGISTRATION – Enter Outlet Information



Choose **SINGLE OUTLET** (Registering for one location)

Enter your Account/Outlet Number – must be 10 digits

- Outlet numbers that start with a 1 will need 2 leading 0's and those that start with a 6 just 1

Enter the location's post code and click on **Confirm Address**

The screenshot shows the 'my Coke' registration page. At the top right, there are links for 'EN- LANGUAGE', 'HELP', and 'LOG IN'. The main header includes the 'my Coke' logo and navigation links for 'SIGN UP', 'CONTACT US', 'FAQ', and 'LOG IN'. The page title is 'REGISTRATION' with the subtitle 'Shop online for your Coca-Cola products!'. A message states: 'If you are not yet a Coca-Cola customer, please visit [CokeSolutions](#)'. Below this, a question asks: 'Would you like to place an order for a single location or more than one location?'. There are two radio button options: 'SINGLE OUTLET' (which is selected) and 'MULTIPLE OUTLETS'. A progress bar at the bottom shows three steps: '1. Enter Outlet Information' (highlighted in orange), '2. Enter User Information', and '3. Confirmation'. The 'Account/Outlet Number' field contains '0012345678' with a note: 'You can find your outlet number on your previous invoices'. The 'Postal Code' field contains '30313'. A red 'Confirm Address' button is at the bottom.

REGISTRATION – Confirm Location



Confirm the location is correct

Click the check box to verify the address is correct

Click **NEXT**

Confirm Address

MFS - LOCKBOURNE - 685 DARDEN

LOCKBOURNE, OH 43137-9314

I verify this is the correct address
By creating a myCoke account, I agree to receive certain electronic communications regarding my account as well as information and promotions regarding Coca-Cola products.

You can unsubscribe (or opt out) from these communications at any time.
Please contact myCoke Customer Care at 1-888-369-COKE (2653) for questions.

NEXT

REGISTRATION – Enter User Information



Complete the 7 required fields

Click the box at the at the bottom of the page to accept the **Terms of Use & Privacy Policy**

Click **SUBMIT**

CONFIRMATION

Confirm all User Information is correct & submit

my Coke [SIGN UP](#) [CONTACT US](#) [FAQ](#) [LOG IN](#)

All fields are required

Email Address

First Name

Last Name

Phone Number

LANGUAGE PREFERENCES

Ordering online will allow you to receive order reminders instead of phone calls from Coca-Cola. Choose your communication method:
 Email Text Both Email/Text

How did you hear about myCoke?

By checking this box, you are confirming your acceptance of The Coca-Cola Company [Terms of Use](#) and [Privacy Policy](#).

[← PREVIOUS](#) [SUBMIT](#)


REGISTRATION – Password Setup



Look for the confirmation email in your inbox (be sure to check you spam/junk folder)

Your confirmation email will have the link to set your password up.

Once your password is setup – you can start ordering!



ENTER YOUR NEW PASSWORD BELOW

New Password*


Confirm Password*

* Required Fields

SUBMIT

Password Requirements:

- At least 8 characters
- At least one UPPER case letter
- At least one Lower case letter
- At least one Number
- At least one Special character: \$#!%*_+=



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REGISTRATION – Adding Other Freestyle Accounts



Go to your 'MY ACCOUNT' profile

Click the  next to 'ADD ACCOUNT/OUTLET'

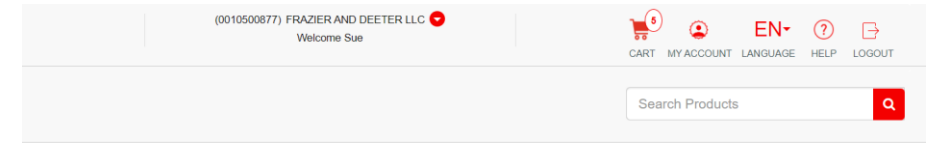
Add your 10-digit Outlet # and Postal Code

Click the 'FIND ACCOUNT/OUTLET' button

Confirm and save the outlet

The list of outlets can be found at the top of the page using the drop-down arrow by your account name

Simply select the outlet and start placing an order



PROFILE

OUTLET INFORMATION

*Contact customer care center to modify your account information

PRIMARY OUTLET 
Outlet Name : FRAZIER AND DEETER LLC
Outlet Number : 0010500877
Phone : 999 999 9999

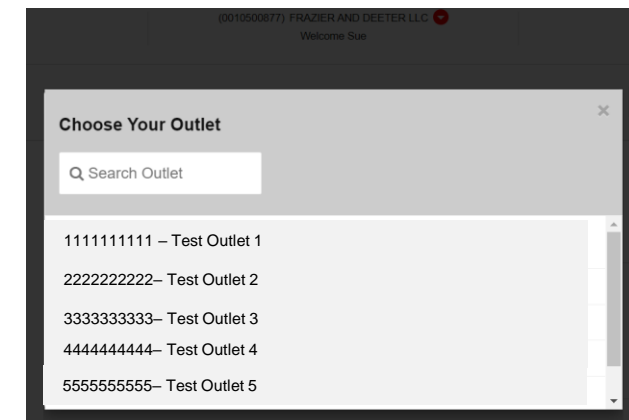
ADD ACCOUNT/OUTLET

NEW ACCOUNT/OUTLET INFORMATION

Outlet #:

Postal Code:

FIND ACCOUNT/OUTLET



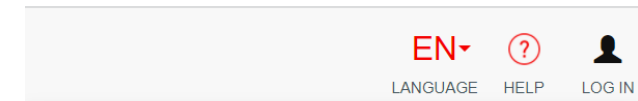
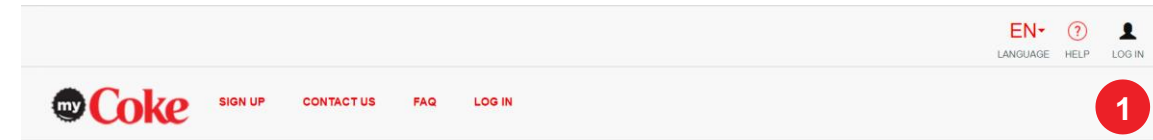
ACCOUNT LOGIN



Go to freestyle.myCoke.com

- 1 Click the 'LOGIN' icon in the upper right corner of the landing page
- 2 Enter the user email and password information
- 3 Click the 'LOG IN' bar

Start your order!



Email

Password

[Forgot Password?](#)

[SIGN UP NOW](#)

MY WALLET – Setting up Credit Card Payment



Customers should follow their default payment method (eCheck, invoice or credit card). Credit card is always an option regardless your payment method and can be used any time.

- 1 Choose the 'MY ACCOUNT' link
- 2 Choose 'MY WALLET' from the left-hand menu
- 3 Choose your payment method in 'ADD PAYMENT METHOD' drop down box (Debit or Credit Card)
- 4 Complete the form
- 5 Click the agreement and choose 'ADD'

The screenshot shows the myCoke website interface with five numbered callouts indicating the steps to set up a credit card payment method:

- 1**: A red circle with the number 1 is positioned above the 'MY ACCOUNT' link in the top navigation bar.
- 2**: A red circle with the number 2 is positioned to the left of the 'MY WALLET' link in the left-hand menu.
- 3**: A red circle with the number 3 is positioned above the 'Add Payment Method' dropdown menu in the 'MY WALLET' section.
- 4**: A red circle with the number 4 is positioned to the left of the 'ADD PAYMENT METHOD' form.
- 5**: A red circle with the number 5 is positioned above the 'ADD' button at the bottom of the form.

The 'ADD PAYMENT METHOD' form includes the following fields:

- Enter your credit card information
- Nickname
- Select Card (AMEX)
- Card Number
- Expiration Month (Jan) and Year (2021)
- Security Code
- Cardholder Name
- Address
- Address Line 2 (optional)
- City
- State/Province (Abbreviation only)
- Zip Code / Postal Code

At the bottom of the form, there is a checkbox for the privacy agreement and two buttons: 'CANCEL' and 'ADD'.



ORDERING

ORDERING



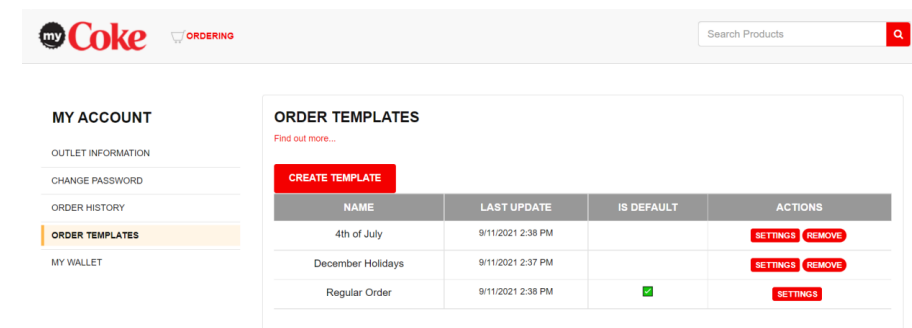
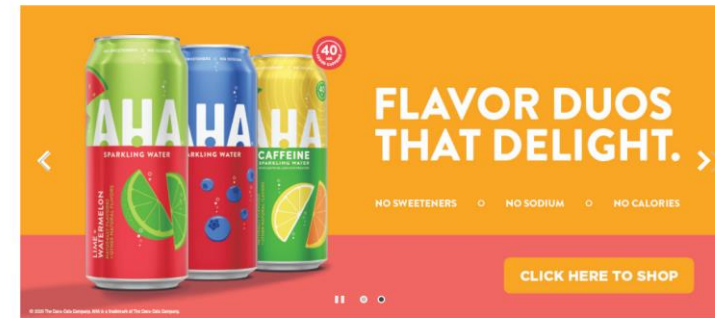
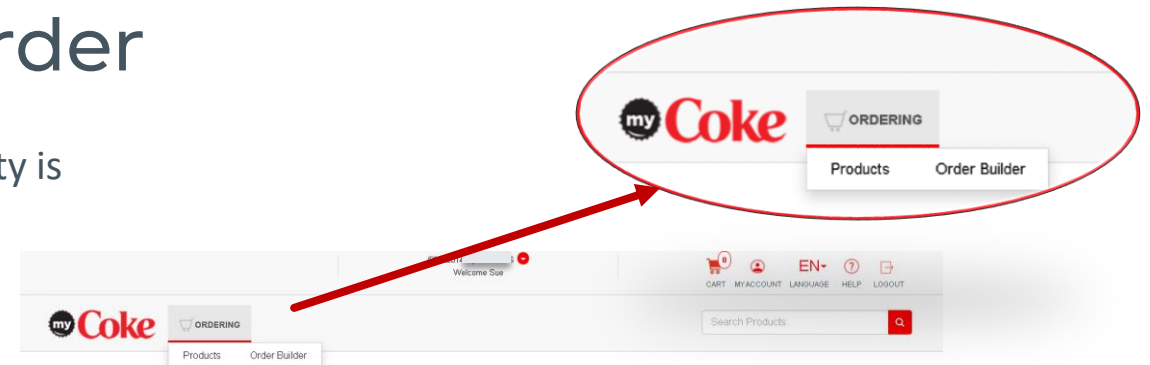
There are 3 ways to place an order

Minimum order quantity – note that the new minimum order quantity is 10-unit cases to avoid the MOQ fee (double cartridges = 1 unit case)

Products Order: This option allows user to purchase products from the product catalog

Order Builder: Allows users to duplicate and combine any of the last six order. This is the fast, easy, simple ordering approach.

Order Templates: Allows users to save an order as an order template that can be used over and over. This is a great to save templates for the holidays or peak seasonal periods.



ORDERING – Products Order



Products Order – This option allows users to purchase products from scratch using the product ordering catalog.

- 1 ALL PRODUCTS** is the full product catalog
*Products available will vary by dispenser and customer terms
- 2 CORE PRODUCTS** are the base brands available on the Coca-Cola Freestyle dispenser, e.g. Coke, Dt Coke, Sprite, Fanta, Barq's, etc.
- 3 FLAVOR PRODUCTS** are the flavor brands, e.g. Cherry Coke, Raspberry Dt. Coke, Peach Sprite, Fanta Grape, Vanilla Barq's, etc.
- 4 FILTERS** - Search by individual product description
Enter QTY and ADD TO CART

The screenshot shows the 'my Coke' ordering interface. At the top, there is a navigation bar with the 'my Coke' logo and a shopping cart icon labeled 'ORDERING'. Below this is a 'PRODUCTS' section. On the left, a sidebar menu is highlighted with a red box, containing 'ALL PRODUCTS', 'CORE PRODUCTS', 'FLAVOR PRODUCTS', and 'FILTERS'. The 'FILTERS' section includes a search input field and a magnifying glass icon. The main content area is titled 'ALL PRODUCTS' and displays a list of items. The first item is 'BARQS/DIET MD 46OZ(1.36L) CDBB 1LS' with an article code of 308687, UPC of 49000995190, and a transportation group of 'Standard (Ambient)'. It has a quantity of 1 and an 'ADD TO CART' button. The second item is 'CF DIET COKE MD 36OZ(1.06L) CDBB 1LS' with an article code of 371783, UPC of 49000996685, and a transportation group of 'Standard (Ambient)'. It also has a quantity of 1 and an 'ADD TO CART' button. The interface includes pagination controls showing 'Items 1 - 10 of 22 total' and 'page 1 2 3 Next > Last', and a 'Show 10 per page' dropdown menu. Sorting options are listed as 'Sort by Relevance | Name | Newest | Article Code | UPC'.

ORDERING – Order Builder






Order Builder – This option allows users to duplicate and combine any of the last six delivered orders. This is the fast, easy, simple ordering approach.

- 1 LAST 6 ORDERS** will display up to the last 6 deliveries
- 2 +** Clicking the plus icon will add all the items from this order the quantity field on the right. Clicking the multiple order increments the corresponding quantities
- 3 QTY** editable quantity field. If you want to adjust the quantity amount, it can be done here by clicking on the field and entering the new quantity
- 4 ADD ITEMS TO CART** – once the right quantities are entered, add to the cart
- 5 RESET**– will clear all quantities and allow the user to start over

ORDER BUILDER

Quickly add products from your last six deliveries to the cart.
Use the reset button located at the bottom of the page to clear quantity.

PRODUCTS	2 LAST DELIVERIES		CURRENT QTY
 GLACEAU VWTR MD 11.5OZ(340ML) CDBB 1LS SKU: 336877 UPC: 786162910189	Aug 26 1	Aug 31 1	QTY: <input type="text" value="1"/> 0 in cart
 SPRITEZERO MD 21OZ(621ML) CDBB 1LS SKU: 374379 UPC: 4900096739	8		QTY: <input type="text" value="8"/> 0 in cart
 BARQSDIET MD 46OZ(1.36L) CDBB 1LS SKU: 336687 UPC: 4900096190		4	QTY: <input type="text" value="4"/> 0 in cart

[ADD ITEMS TO CART](#) [RESET](#) [View Cart](#)

ORDERING – Order Templates



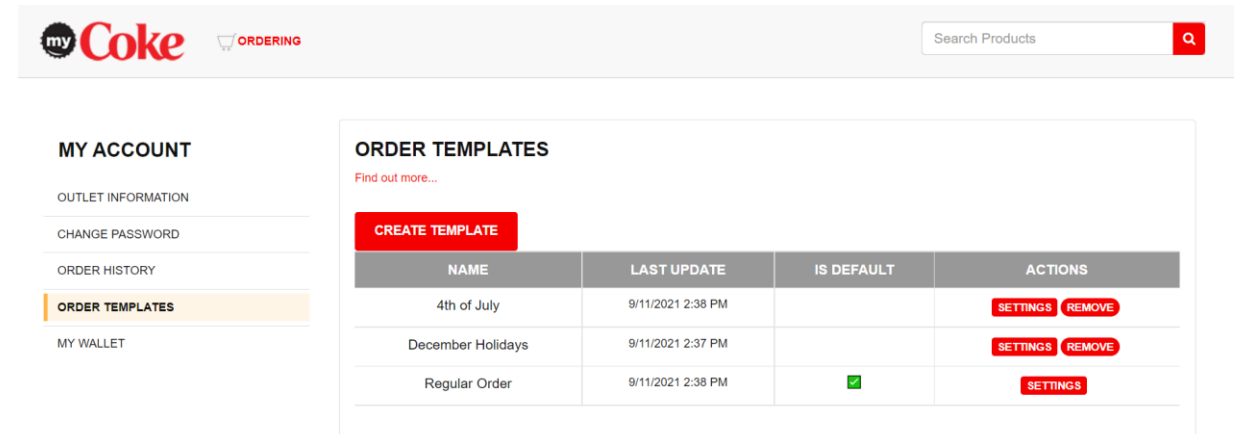
Order Templates – This option allows users to save a template after placing an order through the ‘PRODUCTS’ catalog.

- 1 **PRODUCTS Catalog** - Select the cartridges to order from the ‘PRODUCTS’ catalog
- 2 **MY CART** - Simply go to the shopping cart and click ‘SAVE’ next to the checkout button
- 3 Name the template. Users can save several templates
- 4 **ORDER TEMPLATES** - can be found in the ‘MY ACCOUNT’ profile. Simply click on the name of the template and the shopping cart will open

SUBTOTAL	\$187.95
DELIVERY CHARGE	\$0.00
TAX / DEPOSITS	\$0.00
MINIMUM ORDER CHARGE	\$0.00
TOTAL	\$187.95

*Final amount will be determined at delivery

  [Continue Shopping ▶](#)



my Coke ORDERING

MY ACCOUNT

- OUTLET INFORMATION
- CHANGE PASSWORD
- ORDER HISTORY
- ORDER TEMPLATES**
- MY WALLET

ORDER TEMPLATES
Find out more...

[CREATE TEMPLATE](#)

NAME	LAST UPDATE	IS DEFAULT	ACTIONS
4th of July	9/11/2021 2:38 PM		SETTINGS REMOVE
December Holidays	9/11/2021 2:37 PM		SETTINGS REMOVE
Regular Order	9/11/2021 2:38 PM	<input checked="" type="checkbox"/>	SETTINGS



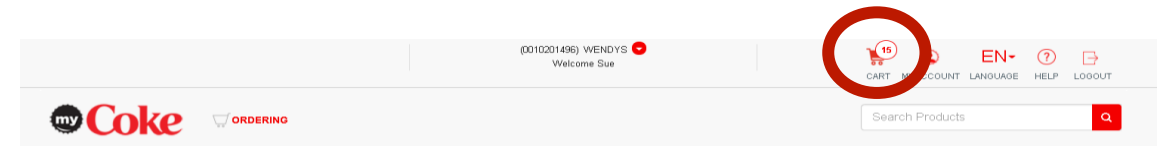
VIEW CART

VIEW CART



There are several ways to view the cart. The default is the icon on the top right of the website header. Other ways to access your cart can also be found in the PRODUCTS and ORDER BUILDER ordering processes.

- 1 **HEADER** – the cart icon will be at the top right of the header, no matter what area of the site the user is on. This is the default access. Users will also be able to see the sum quantity in the cart icon
- 2 **PRODUCTS** – on the right side of the screen is a 'MY CART' feature with the 'VIEW CART' button
- 3 **ORDER BUILDER** - there is a small link in the bottom right footer of the order page



PRODUCTS

Home

ALL PRODUCTS

CORE PRODUCTS

FLAVOR PRODUCTS

FILTERS

Search for: [input]

Items 1 - 10 of 22 total page 1 2 3 Next Last Show 10 per page

Sort by Relevance | Name | Newest | Article Code | UPC

MY CART

Product	Quantity
Transportation Group: Standard (Ambient) COCA-COLA MD 460Z(1.36L) CDBB 1LS	3
Transportation Group: Standard (Ambient) COKE ZERO SGR MD 460Z(1.36L) CDBB 1LS	3
Total QTY	Price
15 ITEM(S)	\$0.00

BARQS/DIET MD 460Z(1.36L) CDBB 1LS Article Code: 308887 UPC: 49000996190 Transportation Group: Standard (Ambient) QTY: 1 ADD TO CART

CF DIET COKE MD 360Z(1.06L) CDBB 1LS Article Code: 371753 UPC: 49000996685 Transportation Group: Standard (Ambient) QTY: 1 ADD TO CART

VIEW CART

ORDER BUILDER

Quickly add products from your last six deliveries to the cart. Use the reset button located at the bottom of the page to clear quantity.

PRODUCTS	2 LAST DELIVERIES	CURRENT QTY
GLACEAU VWTR MD 11.5OZ(340ML) CDBB 1LS SKU: 336877 UPC: 786162910189	1	QTY: <input type="text"/> 0 in cart
SPRITZER MD 21OZ(621ML) CDBB 1LS SKU: 374379 UPC: 49000996739	8	QTY: <input type="text"/> 0 in cart
BARQS/DIET MD 460Z(1.36L) CDBB 1LS SKU: 338897 UPC: 49000996190	4	QTY: <input type="text"/> 0 in cart

ADD ITEMS TO CART **View Cart**

ORDER REVIEW:

Before checking out, users can review their order to see their subtotal detail and make any adjustments as needed.



CHECKOUT

CHECKOUT



There are 2 ways to checkout

Users can follow the normal checkout process or the quick checkout from the **PRODUCT** order flow.

MINIMUM ORDER – the minimum order policy is 10-unit cartridges (double cartridges = 1 unit cartridge). If the total order qty is less than 10- unit cartridges, there is a notification at the top of the page

QTY – order quantities can be changes or removed

NET PRICE - is the final amount for each cartridge line item

CLEAR CART - users can clear the cart to clear all cartridges and quantities

EXPORT - users can export a summary line item in an Excel table

UPDATE CART - updates the quantities and dollar totals for the order

MINIMUM ORDER CHARGE - if an order is less than 10-unit cases, a \$10 minimum order charge is added to the order




SAVE - allows users to save an order to one of the ORDER TEMPLATES

Continue Shopping - will save items placed in the cart and allow users to continue shopping from the product catalog

CHECKOUT- will take users through the remaining steps to place their order

YOUR CART

Your order has a minimum order charge applied below, if you want to avoid this minimum order fee please add additional items to your cart. [Click here to continue shopping.](#)

	COCA-COLA MD 46OZ(1.36L) CDBB 1LS SKU: 308691 Transportation Group: Standard (Ambient) Plant: 0358	QTY: <input type="text" value="3"/> Remove	NET PRICE: \$177.42
	COKE ZERO SGR MD 46OZ(1.36L) CDBB 1LS SKU: 308690 Transportation Group: Standard (Ambient) Plant: 0358	QTY: <input type="text" value="3"/> Remove	NET PRICE: \$177.42
	CHERRY MD 21OZ(621ML) CDBB 1LS SKU: 307406 Transportation Group: Standard (Ambient) Plant: 0358	QTY: <input type="text" value="1"/> Remove	NET PRICE: \$15.27

[Clear Cart](#) [EXPORT](#) [UPDATE CART](#)

SUBTOTAL	\$370.11
DELIVERY CHARGE	\$0.00
TAX / DEPOSITS	\$0.00
MINIMUM ORDER CHARGE	\$10.00
TOTAL	\$380.11

*Final amount will be determined at delivery

[SAVE](#) [CHECKOUT](#) [Continue Shopping](#)

CHECKOUT – Checkout



4 Steps to complete your order

Users can follow the normal checkout process or the quick checkout from the **PRODUCT** order flow.

Delivery Instructions Review Order Payment Details Order Confirmation

Delivery Information

Allow 3-5 weekdays for Order delivery.
Delivery days exclude weekends and holidays.
Expedited orders are subject to additional charges.

Delivery Date 09/16/2021

Delivery Address ** 1230 PEACHTREE ST NE STE 1400
ATLANTA, GA 30309-7501

BACK **ACCEPT TERMS AND PROCEED**

DELIVERY INSTRUCTIONS – approximate delivery date within the 3-5 weekday window. Excludes weekends and holidays

REVIEW ORDER – just a quick review of the order. No edits can be made on this page

PAYMENT DETAILS - confirms the payment method and allows user to enter a PO #

ORDER CONFIRMATION- last final order confirmation before submitting the order

CHECKOUT – Quick Checkout



Quick Checkout

Quick checkout is only available when ordering through the **PRODUCTS** catalog. Users automatically skip the review pages before completing the checkout process.

QUICK CHECKOUT – click the ‘**QUICK CHECKOUT**’ button on the right side of the **PRODUCTS** catalog screen to launch the quick checkout window

ORDER SUMMARY – final view of the order summary with the product, quantity and pricing information

DELIVERY DATE – informs users of their tentative delivery day

PAYMENT DETAILS – informs users of their payment method

PURCHASE ORDER NUMBER– allows users to enter their PO#

CANCEL– users can cancel their order to go back to the

PRODUCTS catalog to modify the order. Original items in the shopping cart will not be deleted

REVIEW & PLACE ORDER– finalizes and submits the order

The screenshot displays the 'MY CART' section on the left and the 'QUICK CHECKOUT' summary on the right. The cart contains 7 items with a total price of \$370.11. The checkout summary shows a subtotal of \$1,088.43, with delivery, tax, and minimum order charges all at \$0.00, resulting in a total of \$1,088.43. The 'QUICK CHECKOUT' button in the cart is circled in red.

MY CART	
Product	Quantity
COCA-COLA MD 46OZ(1.36L) CDBB 1LS	3
COKE ZERO SGR MD 46OZ(1.36L) CDBB 1LS	3
CHERRY MD	1
Total QTY	Price
7 ITEM(S)	\$370.11

QUICK CHECKOUT Order Details

Product	Quantity	Net Price
COCA-COLA MD 46OZ(1.36L) CDBB 1LS	3	\$177.42
COKE ZERO SGR MD 46OZ(1.36L) CDBB 1LS	3	\$177.42
CHERRY MD 21OZ(621ML) CDBB 1LS	1	\$15.27
SPRITE/ZERO MD 21OZ(621ML) CDBB 1LS	8	\$718.32
Subtotal:		\$1,088.43
Delivery Charge:		\$0.00
Tax / Deposits:		\$0.00
Minimum Order Charge:		\$0.00
TOTAL:		\$1,088.43

Delivery Date: 9/10/2021

Payment Details:
INVOICE ME

Purchase Order Number

CANCEL **REVIEW & PLACE ORDER**



ORDER HISTORY

ORDER HISTORY



Customers can search and export the last 12 months of their orders

- This feature can be found in the MY ACCOUNT profile
- Search on any criteria you wish
- Select the orders to include in your report
- EXPORT to an Excel file

(0010500877) FRAZIER AND DEETER LLC
Welcome Sue

CART MY ACCOUNT LANGUAGE HELP LOGOUT

my Coke ORDERING Search Products

MY ACCOUNT

OUTLET INFORMATION

CHANGE PASSWORD

ORDER HISTORY

ORDER TEMPLATES

MY WALLET

ORDER HISTORY

Search All Order Status

From

To

SEARCH RESET EXPORT

Items 1 - 10 of 148 total page 1 2 3 next last show 10 per page

	SALES ORDER NUMBER	MY COKE ORDER NUMBER	PO NUMBER	ORDER DATE	AMOUNT	STATUS	TRACKING
<input type="checkbox"/>	15459061	O-0016157797	09242021Laura	9/24/2021	\$147.21	Order Received	N/A
<input type="checkbox"/>	15459054	O-0016157765	askjlf12412	9/24/2021	\$9.96	Order Received	N/A
<input type="checkbox"/>	15459053	O-0016157759		9/24/2021	\$139.44	Order Received	N/A
<input type="checkbox"/>	15459043	O-0016157673		9/23/2021	\$219.12	Order Received	N/A
<input type="checkbox"/>	15459041	O-0016157660		9/23/2021	\$106.95	Order has been Prepared	N/A
<input type="checkbox"/>	15459040	O-0016157658		9/23/2021	\$120.33	Order has been Prepared	N/A
<input type="checkbox"/>	15459039	O-0016157657		9/23/2021	\$115.02	Order Received	N/A



ORDER TRACKING

TRACK ORDERS EASILY



ORDER HISTORY

Search All Order Status ▼

From

To

SEARCH **RESET** **EXPORT**

Items 1 - 10 of 103 total page 1 2 3 next last show per page

	SALES ORDER NUMBER	MY COKE ORDER NUMBER	PO NUMBER	ORDER DATE	AMOUNT	STATUS	TRACKING
<input type="checkbox"/>	15458918	O-0016156691	POTriveni09/09/2021 3.31	9/9/2021	\$235.22	Your Order has been Submitted	UPS TRACKING #
<input type="checkbox"/>	15458916	O-0016156689	09092021Triveni	9/9/2021	\$999.50	Your Order has been Submitted	UPS TRACKING #
<input type="checkbox"/>	15458915	O-0016156688	09082021Triveni	9/9/2021	\$125.06	Your Order has been Submitted	UPS TRACKING #
<input type="checkbox"/>	15458914	O-0016156683	Tes123ASD	9/8/2021	\$29.96	Your Order has been Submitted	UPS TRACKING #
<input type="checkbox"/>	15458907	O-0016156648	fjdjd22122	9/8/2021	\$19.96	Your Order has been Submitted	UPS TRACKING #
<input type="checkbox"/>	15458906	O-0016156647	asjk23rdd	9/8/2021	\$216.04	Your Order has been Submitted	UPS TRACKING #
<input type="checkbox"/>	15458904	O-0016156637	POTriveni08/09/2021 15.04	9/8/2021	\$185.89	Order has been Prepared	UPS TRACKING #
<input type="checkbox"/>	15458895	O-0016156623	POTRiveni321456	9/8/2021	\$456.21	Your Order has been Submitted	UPS TRACKING #

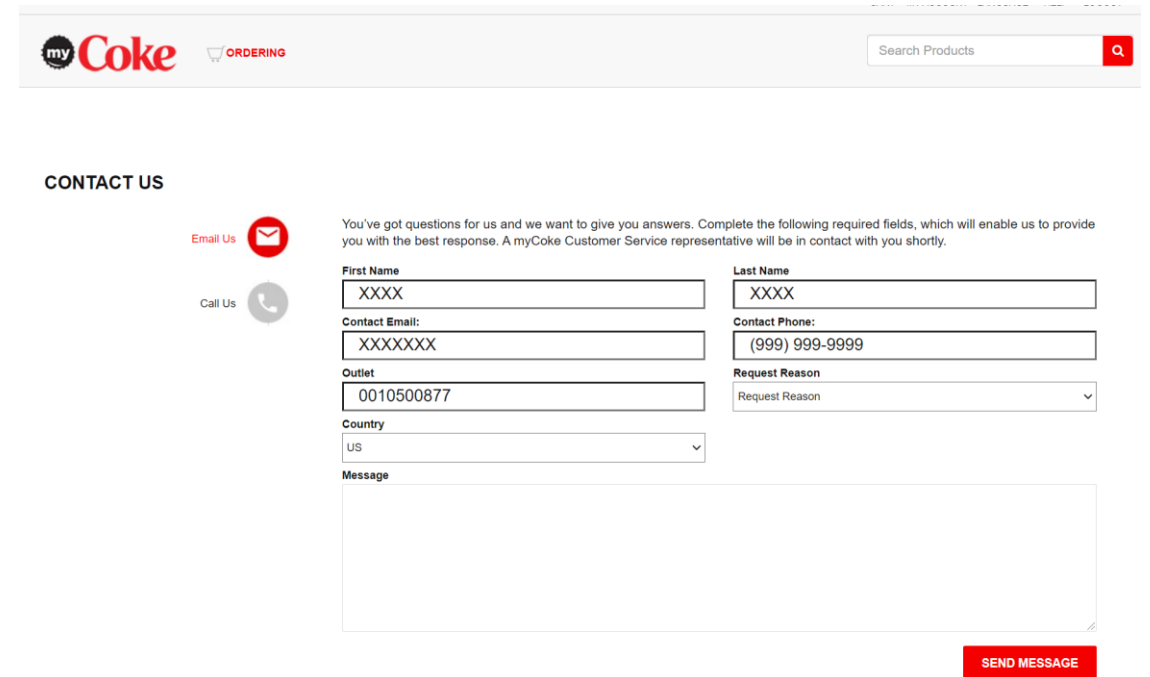
- View & Export Order History
- Receive order confirmation after an order is entered & Shipped
- Shipping confirmations will include the UPS tracking # as a hyperlink – 1 click to track an order

Need Assistance?

Enter a request for support online with a myCoke representative during business hours. Simply complete the **CONTACT US** form under the Help section

OR

Call toll-free at **800.276.COKE (2653)**



The screenshot shows the 'CONTACT US' form on the myCoke website. At the top, there is a navigation bar with the myCoke logo, an 'ORDERING' button with a shopping cart icon, and a search bar labeled 'Search Products'. Below the navigation bar, the 'CONTACT US' section is titled. On the left, there are two options: 'Email Us' with an envelope icon and 'Call Us' with a telephone icon. The main form area contains a message: 'You've got questions for us and we want to give you answers. Complete the following required fields, which will enable us to provide you with the best response. A myCoke Customer Service representative will be in contact with you shortly.' The form fields are: 'First Name' (XXXX), 'Last Name' (XXXX), 'Contact Email:' (XXXXXXXX), 'Contact Phone:' ((999) 999-9999), 'Outlet' (0010500877), 'Country' (US), and 'Request Reason' (Request Reason). A large text area for the message is at the bottom, followed by a red 'SEND MESSAGE' button.