



# the BottlingLine

Issue No. 325 • Summer/Fall 2015

## 2015 Schedule

**CCBA Annual Meeting**  
Aug 17-18

**CCNA System Planning Meeting**  
Aug 19-20

**CLC Meeting**  
August 26-27

**Mainstream Call**  
September 2

**CCBA Fall Board Meeting**  
October 1 - 2

**CLC Meeting**  
October 20-21

**Mainstream Meeting**  
October 27-28

**Fall Risk/Financial Management Seminar**  
November 18-20  
New Orleans, LA

**BMAG Meeting**  
November 18-19

**CLC Meeting**  
December 9-10

**Mainstream Call**  
December 16

## 21st Century Beverage Partnership Model Update

The Coca-Cola System of the Future is on the march. In June, our system officially welcomed **Coca-Cola Beverages Florida**, and its leader Troy Taylor, as well as **Great Lakes Coca-Cola Distribution, LLC**, a wholly-owned subsidiary of Reyes Holdings, L.L.C., (owned by brothers Christopher and Jude Reyes).



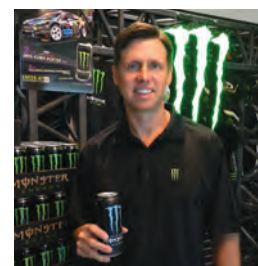
Also during the second quarter, additional steps toward implementation of the Company's goal to refranchise two-thirds of Company-owned U.S. Bottler-delivered volume by the end of 2017, took shape when new letters of intent (LOIs) were penned with nine CCBA Member Bottlers. With these new LOIs, four of the original five expanding Bottlers are set to acquire additional territory and five new expanders have been designated. In total, territories transitioned to-date or covered by agreements to transition, represent ~25% of total U.S. bottle/can volume.

*continued page 2*

## A Monster of an Opportunity... A conversation with Andrew Wilkinson, Monster Energy VP, US Coca-Cola System

Monster Energy is now a long-term partner with our Coca-Cola System. As part of this partnership, CCBA wanted to introduce our Members to the person who will be leading and supporting our bottling network as we accelerate our growth in this expanding category.

After an 11 year career with Delta Air Lines, Andrew joined The Coca-Cola Company in 2006 - working in Coca-Cola North America finance on the Dasani business, progressively moving into Strategy & Planning for CCNA, Still Beverage Commercial Leadership and glaceau Revenue Growth Management. It was during the CCE acquisition and the creation of CCR, when Andrew, serving as CCR's VP of Commercialization for the glaceau business unit, was first exposed to Monster.



Andrew's team was responsible for integrating the Monster channel plans with the NOS/Full Throttle channel plans to: 1) develop one Energy channel plan for Coke Bottlers with all three brands and 2) develop a different Energy channel plan for Coke Bottlers that only had NOS and Full Throttle. This presented an interesting challenge, partnering with Monster in half the

*continued page 3*

## 21st Century Beverage Partnership Model Update.....(continued from page 1)

- **Clark Beverage Group, Inc.** – will assume new markets in Mississippi
- **Coca-Cola Bottling Co. Consolidated** – will assume new markets in Delaware, the District of Columbia, Illinois, Indiana, Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, Virginia and West Virginia
- **Coca-Cola Bottling Company High Country** will assume additional territory in South Dakota, North Dakota (including the Fargo and Bismarck markets), and Minnesota
- **Coca-Cola Bottling Company United** will assume additional territory in Louisiana, including the New Orleans and Shreveport markets, and territory in the Tallahassee, Florida market. Specifically - Alexandria, Monroe, New Iberia, New Orleans and Shreveport, LA; Natchez, MS; Tallahassee, FL and Valdosta, GA
- **Swire Coca-Cola USA** will assume additional territory in Arizona, including the Phoenix and Tucson markets
- **Atlantic Coca-Cola Bottling Company** will assume new territory in Iowa and southern Minnesota
- **Chesterman Company** will assume new territory in Nebraska and western Iowa, including the Omaha and Lincoln markets
- **The Odom Corporation** will assume new territory in the Hawaiian Islands including Oahu, Hawaii, Kauai, and Molokai
- **The Ozarks Coca-Cola Bottling Company** will assume new territory in Missouri, northern Arkansas and south-east Kansas

These new transactions are of course, subject to the parties reaching definitive agreements.

We also want to share that **Corinth Coca-Cola Bottling Works, Inc.** completed its territory expansion into the West Tennessee market with the addition of 13 zip codes in and around the Dyersburg, Ripley, Covington, and Brownsville communities. These expanded territory rights effectively complete all refranchising plans that were originally announced in 2013.

**Congratulations and compliments to CCBA Members participating in this process. We will keep the Association's Membership updated on progress!**



## A Monster of an Opportunity...A conversation with Andrew Wilkinson, Monster Energy VP, US Coca-Cola System.....(continued from page 1)

country and competing against Monster in the other half of the U.S. market. However, this turned out to be an ideal staging platform for what was to come.

Andrew shared how he actually had mixed emotions when the Monster deal was initially announced. As a KO shareholder, he applauded the decision to partner with Monster as the exclusive energy play for the Coke system; however, as a passionate advocate for the growth potential of the Energy category – he was disappointed that Coca-Cola was selling all Company owned Energy brands and would no longer be actively competing in the Energy category. Then fate intervened a few months later when he ended up joining Monster Energy – as VP, U.S. Coca-Cola System.

Andrew expressed how he genuinely enjoys working with Coca-Cola Bottlers. Each represents a unique set of consumer, customer and competitive dynamics. He added: "Our system is filled with an incredible collection of talented, caring and genuine people. Although we haven't always agreed with each other, the respect for each other and passion for our business is truly special."

When asked about the two greatest opportunities for our Bottlers during this exciting time, he said: "The two biggest opportunities I see for our business are:

1) Additional incremental shelf space for our Monster portfolio.....We have a great selling story for our retail customers: consistent double digit category revenue growth, high margins, #1 brand status, new innovation and brand families that target many different consumers and consumption occasions. The Energy category is still an emerging category with high growth potential.



2) Driving On-Premise availability of Monster's top SKUs (Monster Green, Lo Carb, Ultra White, Java Mean Bean and NOS Blue). I truly believe the Coca-Cola Bottling system is the world's best beverage distribution system and that our Monster brands could gain access to 100,000 new outlets in the U.S. over the next few years."

When asked about transition challenges, and how we can work optimally through our current processes and systems, he shared "One of the largest hurdles to clear during the distribution transition has been accurate demand forecasting in new Bottler territories. Historically, due to the relative size of the NOS and Full Throttle business, there was limited focus on Energy sales forecasting. However, the sales velocity of top Monster SKUs and the lift from ad promotions have caught some Bottlers short on inventory, resulting in rushed loads and some out of stocks. Better connectivity between the Monster sales team and the Bottlers – along with Bottler route adjustments – should improve overall service levels for our customers – and maximize the profit potential for our system."

Andrew and the Monster field sales teams are working with each Coca-Cola Bottler to on-board them to Monster brands and processes, share best practices and capture incremental sales opportunities. "We are excited to be long-term partners with Coca-Cola Bottlers and we look forward building our business together with you!"

## Truckin' - A New Approach to Training



*Pictured is this year's winner of the Forklift Rodeo, Shane Bresler of The Odom Corporation*

Are you looking for a way to promote a culture of safety in your Company workplace? Are you looking to add engagement and impact to your warehouse and plant training activity? Scan the code to view this video of Odom Company warehouse employees participating in a Forklift Driving Championship. The Safety management team at Odom also implemented a similar competition for its truck drivers.



A big takeaway that participants AND the audience is able to see firsthand --- is that precision and planning in operating their vehicle outweighs the perceived advantages of speed. If you would like to learn more and/or are interested in implementing something similar in your organization, contact Linda Peluso, [lpeluso@ccbanet.com](mailto:lpeluso@ccbanet.com).



# A Coca-Cola Celebration with Special Meaning to Our Bottling System --The Contour Bottle 100th Birthday Celebration Continues!

The following continues CCBA coverage of the Centennial Anniversary of the Coca-Cola Bottle and shares an edited summary of several news articles written about artist Howard Finster, known for his interpretations of the icon we celebrate.



*In 1989, Coca-Cola donated a 13 ft. bottle to Howard Finster so that he could realize his vision of painting a Coke bottle that was "big enough for a man to stand in."*

The Coca-Cola bottle looms large as a cultural icon, but nowhere does it stand taller than in the work of the folk artist Howard Finster, who dedicated dozens of pieces to it over his prolific career.

Howard Finster was born in 1916 in Alabama. According to Finster collector and friend Thomas Scanlin, he bought the land in rural Georgia that would become known as Paradise Garden in 1961. Finster was working as a part-time bicycle repairman and preacher but began to garner more attention for his artwork in the 1970s

when people driving past his home stopped to admire his creations, which he scattered in the field by his home.

In 1976, after being inspired by a mystical vision telling him to "make sacred art" Howard Finster launched a feverish career of painting, dating and numbering each work. The paintings combined the biblical and the mundane, angels and airliners, Elvis and Moses and were annotated with written snippets of preaching.



"Finster promised God he would create 5,000 paintings," says Scanlin. "He actually made 46,991 numbered pieces and easily 5,000 more pieces which were unnumbered. He is thought to be the most prolific artist who ever lived."

The wider world discovered Finster in the early '80s. He was hired to paint covers for albums

by REM and the Talking Heads and was invited to represent American art at the Venice Biennale. He became the best-known folk artist since Grandma Moses. Johnny Carson even invited him to appear on "The Tonight Show," where he played the banjo.

"Howard Finster's art is a fanciful mixture of religious messages and imagery, personal stories, historical figures and celebrities," explains Craig Lovin, creative director of the World of Coca-Cola. "And Howard Finster loved Coca-Cola. According to people who knew him, he didn't drink coffee or alcohol, but he frequently enjoyed a Coke while he was painting, and he often featured the iconic bottle shape in his artwork."



It is appropriate that Finster's giant versions of the Coca-Cola bottle were featured in an exhibition at the Pop Culture Gallery of the World of Coca-Cola in Atlanta earlier this year. The stars of the show included a 13-foot-tall Coke bottle "big enough for man to stand in" as well as the world-famous 8-foot-tall bottle Coca-Cola commissioned from Finster for the 1996 Olympic Games as the basis of a global art project.

Each bottle is different and a world in itself, with a green glass ring marking the top and another, the bottom. Inside are people and flying objects, towns and churches, all annotated with written moral rules and comments. Much like a terrarium, one can see the whole world in a Coca-Cola bottle, Finster seems to be saying. [Scan the codes below for more information:](#)



*Finster's  
Coca-Cola  
bottles*



*Coca-Cola  
print ads*



*Evolution of  
the Coca-Cola  
Bottle*

# The 27th Class of Coca-Cola Scholars is Officially Welcomed!

The 2015 and 27th class of Coca-Cola Scholars was officially welcomed and celebrated in Atlanta at their reception and awards banquet on April 16th. The anticipated event featured renowned author and financial advisor Suze Orman as honored guest and Keynote Speaker.

We thought you might enjoy a few photos that capture the essence of this special evening!



*And now – a “word from our Scholars” – introducing the class of 2015!*



*Front row left to right: Hoyt Wilder and Sandy Williams (Corinth CCBW); 2003 Scholar and Co-Chair of the Scholars Alumni Advisory Board, Mary Kathryn Covert Steel; 2011 Scholar and Alumni Advisory Board Member, Sarah Williams (no relation to Martin & Sandy) and Martin Williams (Corinth CCBW); Second row (l to r): John Otterbeck (Atlantic CCBC); Hager Rand (Durham CCBC); Coca-Cola Scholars Ariel Kantor and Taylor Wagner and Kirk Tyler (Atlantic CCBC)*



*John Gould and Hank Flint with Guest Speaker Suze Orman*

Visit [CCBANET.COM](http://CCBANET.COM) to enjoy more photos from the event.



\* Scholars Reception/Banquet photos courtesy of Guerry Redmond Photography.



## 2015 Annual Loss Control Forum Highlights

One needs only to open their newspaper, news website or watch their local TV news, to see the results of sub-optimal workplace safety practices. Some examples offer interesting lessons, while others provide painful parables, leaving pain and tragedy in their wake. Today's fast-paced environment and genuine push for increased productivity can put well-intentioned employees and your business at risk by creating opportunities for poor decisions and actions that invariably lead to poor outcomes.

According to the US Department of Labor Occupational Health & Safety Administration, employers that invest in workplace safety and health training and implementation can expect significant reductions in fatalities, injuries, and illnesses. This translates to cost savings across a variety of areas, such as lowering workers' compensation costs and medical expenses, avoiding OSHA penalties, and reducing costs to train replacement employees and conduct accident investigations.

In addition, employers often find that changes made to improve workplace safety and health can result in significant improvements to their organization's productivity and financial performance. In today's business environment, these costs can be the difference between operating in the black and running in the red. One core principal is to have coverage and protection that is designed to meet your needs by a stable, well-resourced team.

The best place to start is with CCBA's Property & Casualty Program! **This program provides a menu of coverage options, designed to serve your unique business needs in your local market(s.) Participation in the program also provides an opportunity to attend its annual summit or 'Loss Control Forum.'** The forum is where members share experiences and learn about new best practices being implemented in today's workforce and business environment. Additionally, this session offers a detailed consultation with the program's subject matter experts, who can assess their safety performance, and facilitate discussions participants in the program who face the same challenges every day.

This year's Spring Loss Control Forum convened in Birmingham, Alabama, from April 29 to May 1st, with participation by both our member bottling community and beer distributors who participate in the Association's Captive Insurance program.

The depth of the information presented and access to subject matter experts specializing in the unique needs of our business make this annual event exceptionally valuable and meaningful. The robust agenda included ways to utilize safety training materials effectively, workshops on a broad range of safety and injury prevention topics, and tough but necessary subjects, such as preventing violence in the workplace, how to deal with an active shooter and emergency evacuation training.

There is also a strong focus within this group on constantly refining and improving the claims management process, including the importance of the adjuster, the employer and the medical providers, in order to take our program to best-in-class performance levels.

In addition to the annual forum, a complete library of safety, training and loss control materials is available to all participants in your Association's Captive program. The strong ROI relationship of an organization's investment in safety training is the cornerstone of this program. This curriculum cannot be purchased and is one of the "priceless" aspects of the program. According to the U.S. Department of Labor Occupational Health & Safety Administration, businesses spend over \$170 billion a year on costs associated with occupational injuries and illnesses -- expenditures that come straight out of company profits.

If you haven't explored participation in this program that is designed and structured specifically for Coca-Cola Bottlers and beverage distributors with your unique protection needs in mind, it's time to contact your Association. Take advantage of a program with the power of CCBA behind it, to help you minimize adverse exposure.

For more information, contact Charles Norton at 678-539-2304 (cnorton@ccbanet.com) or Ann Burton at 678-539-2302 (aburton@ccbanet.com)

# 2015 Spring Financial Management Forum Highlights

Each spring CCBA sponsors a Financial Management Forum designed to provide insight and access that supports your financial and business planning in a setting conducive to relaxed conversation and collaborative dialogue. Although primarily attended by your Bottler Financial leaders, the topics are equally as meaningful for owners and general managers. This year's meeting was held in beautiful San Juan, Puerto Rico, and well attended by a large group of Bottlers.



*Bonnie Herzog addresses Financial Forum participants in Puerto Rico*

The agenda did not disappoint, covering everything from thoughts on the economy and beverage industry by Wells Fargo Economist Eugenio Aleman and Wall Street Analyst Bonnie Herzog –to updates on commodities, Coca-Cola North America, Coca-Cola Bottler Sales and Services and of course, your Association.

Alberto Riviera, Sr. VP and CFO of Coca-Cola Puerto Rico Bottling & CCI Companies offered an update and perspective on their operation and business in this unique US/Latin market. Pritchard & Jerden (CCBA's Risk Management and Insurance services partner) along with an expert in the field shared an up-to-the minute assessment and outlook on the Affordable Care Act (Obamacare). Results of the CCBA Financial Survey along with other trends in the industry were shared by Marion Glover, providing potential guidelines for participants to fine tune their approach to this critical area.

One of the highlights of the three-day forum was a session with Hilton Schlosberg, Vice Chairman and President of Monster Energy Company. Hilton shared his experiences in founding and developing the popular energy brand that is now part of the Coca-Cola System portfolio. In addition, Andrew Wilkinson, Vice President – US Coca-Cola System – Monster Energy Company and Emelie Tirre, Senior Vice

President of Sales for Monster accompanied Hilton. All three made themselves available to answer some tough questions from the participating Bottlers.

The Financial Management Forum is open to all Bottlers and provides an excellent opportunity to collaborate with fellow members, industry colleagues. Contact Ann Burton at 678-539-2302 (aburton@ccbanet.com) to learn more!

## PlantBottle 2.0: Coca-Cola Unveils World's First PET Plastic Bottle Made Entirely from Plants



Coca-Cola unveiled the world's first PET plastic bottle made **entirely from plant materials** in June at the World Expo in Milan, Italy. The PlantBottle packaging™ uses patented technology that converts natural sugars found in plants into the ingredients for making fully recyclable PET plastic bottles. *The packaging looks, functions and recycles like traditional PET but has a lighter footprint on the planet and can be used for a variety of packaging sizes across water, sparkling, juice and tea brands.*

Since 2009, our System has distributed more than 35 billion bottles in nearly 40 countries using the current version of PlantBottle packaging, which is made from up to 30 percent plant-based materials. The Company estimates that use of PlantBottle packaging has helped save the equivalent annual emissions of more than 315,000 metric tons of carbon dioxide. The start-up timing of this new package is still being determined.

So - How do you explain sustainable packaging technology in a fun, entertaining way?

Scan the code to watch a charming animated video that explains why "Plants are our friends, and you can make bottles out of them."



# 2015 Bottler Consumer Affairs Action Council Meeting Highlights

The Company's Incident Management team hosted the 24th Annual Bottler Consumer Affairs Action Council (BCAC) Meeting at their Atlanta office complex on May 14-15th.



This 2-day meeting encourages discussion and learning on product, quality, business and consumer related issues. Participants and presenters include a diverse

range of colleagues from Security, Legal, Public Affairs & Communications, Industry & Consumer Affairs, Quality, Incident Management and representatives from Bottlers across our System.

There was no shortage of interesting presentations and a true stable of hard-working System professionals to share valuable information with attendees. This year's session began with an overview of Incident Management as a System Resource, sharing key metrics on product and quality issues over the past year. Attendees were then given a peek into how security personnel may become involved with consumer related issues. Truth, as they say, can be stranger than fiction!

The agenda also included presentations and discussions as to how Bottler territory changes and expansions are being tracked and coordinated through Industry & Consumer Affairs. Discussion followed with guidelines and criteria for handling escalations, product retrieval and testing. The group acknowledged the role of accurate tracking and alignment as critical to effectively manage Consumer

communication and follow-ups. A rich dialogue followed as the group discussed protocol around quality and trend alerts, product/package recalls and technical governance support. The first day's session closed with a multi-media presentation of current marketing and advertising with attendees having an opportunity to sample the latest new products being offered by The Company.

Day two commenced with an informative and fascinating overview of our System's Industry & Consumer Affairs capabilities and future plans, followed by deeper dives into select case studies on Dasani and products across the VEB portfolio. Representatives from ZICO shared interesting information to enrich our understanding of their products, along with a video that showcased how coconut water is manufactured.

The session concluded with a collaborative review of Coca-Cola (System) Service Recovery strategies, with attendees suggesting opportunities to adjust these for clarification and usefulness across the System. *The group also aligned on a need to create universally accessible resources and training for all System Bottling organizations. Stay tuned for more information on this topic!*

We all share in protecting Coca-Cola's image, reputation, and assets. The BCAC is a great way to develop our consumer response expertise and continue to "polish the brand." Special thanks go to Kim Rogers, Lead Incident Manager for CCNA (and tireless advocate and leader of this informative session) as well as the entire IMCR and Industry & Consumer Affairs teams.



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## Local Marketing Notes

### Coca-Cola Bottling Company of Fort Smith Helps to Beautify Their City

Congratulations to Coca-Cola Bottling Company of Fort Smith for playing a pivotal role in an expansive cleaning and landscaping project led by volunteers to "Beautify Fort Smith." CCBC of Fort Smith partnered with Westphal & Company, Inc., another major business presence in the area to fund the project. Fort Smith is the second-largest city in Arkansas.

Determined Fort Smith volunteers have been sprucing up city gateways, most recently at high-profile Interstate locations.





## Local Marketing Notes

### Corinth Coke 10K



Since its inception in 1982, Corinth's Coke 10k has truly been a community event. Loyal employees of Corinth Coke and its full-line vending operation Refreshments - along with countless volunteers and hundreds of spirited spectators along the course - all together build an exhilarating atmosphere for 1,500 runners. The Coke 10k is the largest 10k race Mississippi; running through some of the most beautiful residential areas of historic Corinth.



**Push Riders  
in action**

On May 2nd the **annual Corinth Coca-Cola Classic 10k Race** was another success – on every level. The program incorporates three charities; “Soles 4 Souls” – collects gently worn shoes. Over the past two years it has helped the Corinth community exceed their goal of 1,000 pairs of shoes for those in need; “Kids Get Fit” – takes the sport of running and the importance of a healthy lifestyle into all 4th grade classrooms. It has touched 2,100 students over the past three years; “Push Riders” – shares the thrill of race day with children in wheelchairs who would not otherwise have the opportunity to experience the excitement of crossing a finish line.



**A Kids Get Fit Class  
“walking the talk”**

Corinth's Coke 10k is a nationally sanctioned event through Road Runners Club of America as their Mississippi 10k State Championship race. Partnering with Magnolia Regional Health Center, Coke 10k offers a fitness experience that can be shared with the whole community throughout the year!

Scan code to view **Corinth 10K website >>>**



**<<< Scan code to visit Coke 10k's Facebook page** to view race footage, pictures of the event and helpful fitness tips to incorporate into a healthy lifestyle.



## Coca-Cola of Alaska Rocks the Special Olympics Torch Run



**Top row (left to right): Kari Erickson, Tim Smith, Jenny Duax, Starkey Saindon, Lessie Kincaid, Amanda Barber, Lonnie Glaudo, Maura Broyles. Bottom row: Kim Stohr, Gavyn Stohr, Rob Erickson, Larry Varnadoe, Mike Vasser**

Over the course of 46 days, in a hand-to-hand exchange, people throughout the nation carry the Special Olympics Flame of Hope across the country and deliver it to Los Angeles for the Special Olympics World Summer Games. In Alaska, the symbolic flame was lit at 1 p.m. July 6th in recognition of the flame being lit in Los Angeles to open the 2015 World Summer Games.

Coca-Cola of Alaska helped to sponsor this meaningful event with eleven employees volunteering to carry the Flame of Hope.



**Volunteers, torch bearers and athletes participating in the Alaskan 'leg' of the Special Olympics Flame of Hope**

## Local Marketing Notes

### Coca-Cola Alaska Continues its Successful Support of the “Last Great Race on Earth - Iditarod”



*Creating an end-to-end program, the team also partnered with Fred Meyer stores, securing displays in each location for two weeks to promote our beverages and this “Last Great Race on Earth-Iditarod”*

Alaska is the world’s Mecca for sled dog racing. The Iditarod, with its rich history and a classic “man and his dogs” against harsh elements, is the State’s best-known sporting event.

Coca-Cola of Alaska, as a “Team Dog Partner” sponsor, provided product support, radio and major presence with a truck wrapped in promotional graphics on the street to promote the race and its schedule for two months. The CCBC of Alaska team provided 400 plus cases, - many shipped to remote villages for mushers and volunteers to use while on the trail and also refreshed the crowds, mushers and volunteers with product samples at the event.

The Anchorage 2015 Ceremonial Start was one for the history books with barely any snow, some rain and lots of wind, but, GREAT CROWDS! The team sampled soft drinks, Powerade and Dasani to the crowds, mushers and volunteers.

Due to ZERO snow in southern Alaska, the Iditarod restart was moved from Willow, AK to Fairbanks, AK (for the safety of the dogs & mushers). In spite of temperatures that ranged from -5 to -10 degrees (and that didn’t include wind chill) almost 1,000 slim cans were sampled and enjoyed!

### Lufkin Coca-Cola Bottling Company Honors Its First Responders



*Lufkin Coca-Cola Bottling Company employees ready for action! Order left to right... Steve McMurray (CCNA Franchise Manager), Chipper Brown, Terry Haney, Lynne Haney, Mike Stokes, Jim Watkins, Julie Rhodes, Leticia Soto, Matt Smith, and Taylor Haney*

folks at Lufkin CCBC are the “real thing,” with a diverse array of local events and community focused activities that reinforce Coca-Cola optimism.



Such a great way to honor these fine people of Lufkin and Angelina County and thank them for the wonderful jobs they do in protecting our communities. Scan the code to view this year’s media that ran locally to support the program.

For the third year in a row, Lufkin Coca-Cola honored their Hometown Heroes by providing lunch to first responders in May, at one of the City’s Fire Stations.

Employees from Lufkin’s local police, fire, department of public safety and the (Angelina) County Sheriff’s office, enjoyed delicious grilled hamburgers and venison sausage wraps with plenty of their favorite Coca-Cola beverages!

The event has grown each year to include community and grassroots marketing, media with local affiliates and this year – activation of Share-a-Coke. Lufkin CCBC’s General Manager Jim Watkins, said simply “Who can resist a Coca-Cola inscribed with the word ‘Hero’ from those they protect?”

Some things you just can’t fake and the



*A snapshot of a few Lufkin, Texas ‘Hometown Heroes’...*

# Local Marketing Notes

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## Preserving Heritage & Advertising Art

Coca-Cola Bottling Company Consolidated is continuing the restoration of faded murals across markets in its territory. Long before television or electronic billboards came on the scene, painted building signs were a major communication medium for advertising and sales. According to published reports, at least 16,000 wall murals were painted across the United States. Over the years, many of the murals fell victim to the ravages of time, which recently led to an effort by CCBCC to hire a team of mural artists to bring the old ghost signs back to life.



A recent restoration in Mount Airy (West Virginia) includes the familiar Coca-Cola logo and the message that the soft drink relieves fatigue and costs only 5 cents. The work has been warmly embraced by members of the community, who see it as a way to preserve a colorful part of their past. It also creates an opportunity for dialogue for converting accounts to Coca-Cola. The business across from this sign was a long-time Pepsi account (the owner used to work for Pepsi!) and CCBCC is now setting up Coca-Cola fountain service for them.

In another example, from Hendersonville, (SC), the building owner signed on with Coke Consolidated to carry Coca-Cola products in both his collectible shop as well as the adjacent gas station.

The program and Coca-Cola Ghost Sign revitalizations have been mentioned in USA Today, NBC, NPR, and an article in Appalachian History magazine & iTunes podcast. Sign restorations have taken place in communities across the Southeast, and this year CCBCC is restoring additional signs in Morristown, Johnson City, Knoxville and Cookeville, Tennessee; Hendersonville, Shelby and Cherryville, NC; and Morgantown, W. VA.

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## Coke Consolidated's 'Fit Family Challenge' Promotes Healthy, Active Lifestyles



*Fit Family Challenge  
Press Conference with  
program partners*

For the fourth consecutive year, Coca-Cola Consolidated partnered with regional businesses and healthcare providers to challenge and reward residents in North and South Carolina and Nashville, Tennessee, to get out and get active!

Residents signed up at [myfitfamilychallenge.com](http://myfitfamilychallenge.com) to participate and be eligible to win prizes. Based on their participation, families earned points for a chance to win prizes during the 8-week challenge period, sometime from April–June, depending on the market. Participants could also find support via blogs, expert advice, wellness tips and information on free exercise classes through the participating local 'Parent' magazine websites.

Each market made the program its own. For example, Nashville, TN, Mayor Karl Dean hosted a city-wide health campaign called *100 Miles with the Mayor* where he invited Nashville residents to walk, bike and paddle with him cross the city.

The Fit Family Challenge is a strong program that demonstrates Coca-Cola's commitment to dealing with today's important issues, coupled with a comprehensive approach toward promoting nutrition and physical exercise. ***In last year's program, one Fit Family Challenge participant lost 60lbs during the challenge.*** In 2015, more than 15,400 residents of Charlotte, Raleigh and the WHOLE STATE of South Carolina participated, logging 5.8 million total minutes of activity. Of course, the team at Coke Consolidated leveraged social media to showcase this fun and engaging program on Facebook, Twitter and Instagram!

Consolidated's partners, CVS/pharmacy and Nashville / Upstate/ Palmetto/ LowCountry/ Carolina/ Piedmont/ and Charlotte Parent Magazines have helped to raise awareness about the importance of exercise, a well-balanced diet and getting enough rest. **The program has been well received by local government and healthcare agencies. It also defines an optimal example of businesses partnering to benefit the health of their consumers.**



### Extending the Coca-Cola Scholar Celebration



Being named a Coca-Cola Scholar is an exceptional achievement--and having a scholar (or a finalist) in your market is also pretty special. We encourage Members with Scholars in their area to take the opportunity to facilitate a local celebration that honors this distinction!



*Sally Hargis and John Schaefer of Ozarks Coca-Cola stand proudly with their local Scholar, Meredith Waites, after facilitating an award ceremony and event at Glendale High School in Springfield, MO*

## CCBA Member Updates

### *Congratulations to Patrick Forster - Middlesboro Coca-Cola Bottling Company*



*Nestled in southeast Kentucky, Middlesboro Coca-Cola Bottling Company has grown and expanded their facilities over the years.*

*Mr. Barry worked with Coca-Cola Company architects in the 1950s – 60s and 70s to accommodate those expansions, as well as a recent expansion of their warehouse in 2013.*

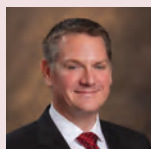
Congratulations to Patrick Forster, who recently added General Manager to his existing duties as VP, Chief Financial Officer of Middlesboro Coca-Cola Bottling Company. Patrick has worked with Middlesboro since 2005 and began his career as a CPA before completing his MBA.

Company President Neil Barry, Jr. expressed confidence and trust in Patrick's management style and ability to grow the business. Mr. Barry has led their fifth generation, family-owned business for 60 years and has served on CCBA's Board of Governors, the Coca-Cola Bottlers' Foundation, President of the Mainstream Council and Board Member of the Kentucky Beverage Association. As he



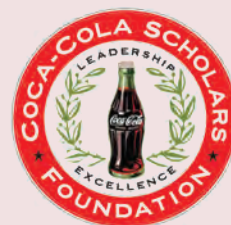
spoke warmly of his employees and the Coca-Cola business, Mr. Barry happily offered historical perspective on the business that can only be shared by someone with his experience and knowledge. **Congratulations Patrick and best wishes for continued success!**

## CCBA Member Updates



We are pleased to announce that Martin Williams has been elected to the Board of the Coca-Cola Scholars Foundation. Every vote cast was in favor.

**Congratulations to Martin! Thank you for your service!**



We also thank and praise Hager Rand, Chairman & President, Durham Coca-Cola Bottling Company for his 12 years years of dedicated service to the Scholars Foundation Board of Directors (2003-2015).

**Hager, your commitment and support to the Coca-Cola Scholars Foundation is inspiring!**

## Viking Coca-Cola Bottling Company Awarded "Family Owned Business of the Year" by the St. Cloud Area Chamber of Commerce



The St. Cloud Area Chamber of Commerce recognized Viking Coca-Cola Bottling Company as its 2015 "Family Owned Business of the Year" at the organization's Annual Business Awards luncheon on May 3rd.

Viking Coca-Cola Bottling Company produces and distributes Coca-Cola products to over one-million people through eleven branches across Minnesota and Wisconsin. Founded in 1952, Viking Coca-Cola is privately held, owned by the Faber family and headquartered in St. Cloud, Minnesota.

The Faber family journey to ownership started with Joe in 1966, when he began as a route-driving salesman. He fully immersed himself in the business and became sole owner in 1994; his wife, RoseAnn and son Michael became involved along the way.



*Joe Faber, in front of his bottling line before its first run, with local Rotarians from St. Cloud*



*Michael Faber accepting the award and addressing the St. Cloud Chamber of Commerce*

Viking CCBC has evolved with the beverage industry to provide refreshments which include carbonated soft drinks, sports drinks, enhanced water, tea, juice, bottled water, energy drinks, coffee, iced coffee, slushies and more. Today Joe's tradition and passion live on, as Michael leads the development and success of Viking Coca-Cola through his stewardship.

On the Company's Facebook page, Viking CCBC reminds readers that: "every time you grab a 20oz Coke, a 12-pack of Sprite or a 2-Liter bottle of Diet Coke, you know that it was made in St Cloud, by residents of the St Cloud area community! We take great pride in producing the highest quality refreshments for the "thirsty" communities we serve." Viking has also been hosting tours of their warehouse and production lines to students from area schools and hopes to welcome more members of their community.



**Congratulations to the Faber family and everyone at Viking Coca-Cola Bottling Company!**

## CCBA Member Updates

### CCBC of Puerto Rico's Chief Headlines Panel at New York Hispanic Chamber of Commerce's First Business Summit



The first-ever Puerto Rican Hispanic Business Summit was held at Bank of New York Mellon in Manhattan on June 12th to help NY metro area small business owners and entrepreneurs take their companies to another level.

Alberto de la Cruz, chief executive of CCBA Associate Member Coca-Cola Bottling Company of Puerto Rico, joined a distinguished panel of Hispanic business leaders to provide insight on creating strategic alliances and ventures, and how to conduct business with the government on the city, state and federal levels. Other panelists included the COO of Popular Community Bank, Manuel Chinea, with executives from Merck and Johnson & Johnson, Inc.

### Coca-Cola Bottling Works of Tullahoma, Inc. - *Thank you to a Keeper of the Flame & Congratulations as the Baton is Passed*



*Russ celebrating at his retirement party with son, Christopher; wife, Kathy Whitis; that's Russ – the center of the celebration! And daughter, Holly with son-in-law, Jonathan Duda*

After 15 years with Coca-Cola Bottling Works of Tullahoma, Inc., Russ Whitis retired on June 5, 2015. Russ began working for Tullahoma Coca-Cola in 2001 as the Company's Vice President and was appointed President and CEO in 2007.

His leadership over the last 15 years has helped to drive market share, case sales, and profitability through some tough economic environments. Additionally, Russ served on CCBA's Board of Governors from September 2007 until his retirement.

Please join CCBA in congratulating Russ on his retirement and thanking him for his service to the Association. His contributions to Coca-Cola Bottling Works of Tullahoma, Inc. and the entire Coca-Cola system are numerous and a lasting part of his legacy of success.

Our congratulations also extend to Jordan Ennis who now takes on the role of President and CEO, Coca-Cola Bottling Works of Tullahoma. Jordan has been preparing for this role for many years with Russ's guidance, following the loss of his father, Steve.

We know Jordan will continue their legacy of business success!



Coca-Cola Bottling Works of Tullahoma



*Congratulations to Jordan Ennis, President and CEO, Coca-Cola Bottling Works of Tullahoma*



# In Memoriam

*We lost two longtime Coca-Cola friends and leaders in recent months.  
We know you join us in sharing condolences with their families.*

## Raymond Allen McDaniel Jr.



Raymond was born November 26th, 1933 in Abilene to Raymond McDaniel, Sr. and Ruth Barr McDaniel. He grew up in Eastland, Big Spring, and Abilene before graduating from Texas A&M in 1955. He then served in the Signal Corps of the U.S. Army, achieving the rank of Captain before his resignation and married the love of his life, Gloria Beatty, on September 1, 1956.

Raymond enjoyed a long career as a leader in several businesses. He spent 30 years (and was the third generation in his family) to work at Texas Coca-Cola Bottling Company. He served as TCCBC's President from 1974 until his "retirement" in 1986. Raymond was a founder and President of Key City Vending, Western Container Corporation, and Bottler Systems, Inc. He also served on the boards of the Texas Soft Drink Association and the National Soft Drink Association. Following his work with the Coca-Cola system, Mr. McDaniel subsequently served as a Director at First Financial Bank, as President of Elm Cattle Company, and as a partner with Design Growth Investments.

Those close to Mr. McDaniel are quick to point out another side to this respected businessman – a generous, behind-the-scenes man who made things happen. He served on many boards and councils too numerous to list, enjoyed many hobbies and was described as the "ultimate "go-to" guy.

The way Raymond lived his life reflected his passion for service and his love for family and friends. His son Bryant followed his Dad's footsteps, working for the Coca-Cola System, both Coca-Cola USA and Coca-Cola Enterprises for many years, before retiring in 2008.

Those left to cherish Mr. McDaniel's memory are his wife Gloria; his children and their spouses: Bryant (Nancy) of Marietta, Georgia; Beth McDaniel Leyendecker (Ernie) of Houston; and Allen (Mary Anne) of Austin; his grandchildren: Molly and Doug McDaniel, Christopher and Mairead Leyendecker, and Max McDaniel; his brother: Robert (Martha); and many lifelong friends.

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## The Honorable Robert Vaughan 'Bobby' Barritt, JP



The Honorable Robert Vaughan 'Bobby' Barritt, JP, former Minister of Parliament, Senator and celebrated artist, died June 21st, at the age of 88. Bob was the youngest of Frederick G. and H. Olive (Belvin) Barritt's five children, born May 14, 1927, at the family home, "Canada Villa", in Pembroke, Bermuda.

Mr Barritt, a former MSA and Saltus student, studied fine arts at Mount Allison University in New Brunswick, Canada, before returning to Bermuda in 1950 to work at John Barritt and Son Ltd, the family business. On a blind date arranged by mutual friends Bob met his future wife, Grace E. McIntyre and the couple married on his 26th birthday: May 14th, 1953; a wedding date allegedly selected so Bob "would never forget (their) anniversary" ...and he never did.

Mr. Barritt is credited for establishing John Barritt & Son, Ltd, as an Associate Member of the Coca-Cola Bottlers' Association. Even as his business responsibilities increased, Mr. Barritt was active in sports and art. He created a number of noteworthy oil paintings, including his renderings of the civil rights movement on the Island. He also joined an all-black basketball team in an effort to show his support for desegregation and contributed to Bermuda's social consciousness by participating in many efforts supporting desegregation and Universal Adult Suffrage.

A gentleman of many talents, Mr Barritt became politically active, joining the United Bermuda Party (UBP) in 1972. He was appointed to a Senate seat in 1983 and then elected into the House of Parliament in 1985. During his time as a Parliamentarian he served as the island's Cultural & Community Affairs Minister. Upon hearing of his death, Bermuda's Premier, Michael Dunkley stated that Mr. Barritt "left an indelible mark on Bermuda's history through his political, social and cultural advocacy."

Mr. Barritt was the beloved husband of the late Grace Elizabeth (McIntyre) Barritt, and is survived by his children: Bruce (Diane), Fred (Pippa) and Christine Barritt; grandchildren: Vaughan, Candace and Brendan Barritt; and sisters-in-law: Phyllis Scott and Eileen McIntyre of Canada, as well as numerous nieces and nephews.

# Celebrations across CCBA's Member Community

## An Update on Meredith's Journey

We want to update everyone on good news from the mile-high state. As you know in our last issue we shared the inspirational experience of Meredith Mapel's encounter with breast cancer and her subsequent journey to recovery. Meredith and her husband Jimmy are home from Denver after Meredith's final surgery. The surgery was a tremendous success and going forward, she'll follow up with her oncologist every 3 months.

According to Meredith "I am feeling more and more like myself each day. .... I am grateful for so many elements of this journey -- great science, the power of family and friends, my ability to heal, the easy path of treatment, and the power of spiritual faith.

**So, dear ones - let's call this GAME OVER!!!!!!!"**



## Franchise Ownership Changes

In June, The Coca-Cola Company finalized a transaction to purchase Louisa Coca-Cola Bottling Company. Louisa Coca-Cola was a committed business partner and CCBA Member for over a century (110 years.) Louisa CCBC employed 25 associates and covered territories in Kentucky and West Virginia, and is now owned and operated by Coca-Cola Refreshments.

## Introducing the Newest Members to Join the Coca-Cola Family Business



**Jane Morgan Everett**  
April 14, 2015 - 6LBS 13OZ

### Proud Parents:

Jay and Morgan Everett

### Proud Grandparents:

Jan and Frank Harrison

**Coca-Cola Bottling Company  
Consolidated**



**Owen Tyler Feeney**  
April 25, 2015 - 8LBS 2OZ

### Proud Parents:

Jessica and Robert Feeney

### Proud Grandparents:

Kirk and Janel Tyler

**Atlantic Coca-Cola Bottling  
Company**



## And Celebrations...



For those of you who participate in CCBA's Property & Casualty Program, we know you,

along with the staff of CCBA, wish *Marsh Claims Consultant – Bill Montante*, a **Happy Retirement!** Bill has been instrumental as a subject matter expert in loss control with the Association's property and casualty program since its inception. He brought many years of strong experience within the Coca-Cola System to our program, and his expertise and wisdom will be sorely missed.

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If you have stories or information about your Bottling organization or employees that you want to include in our next edition of the Bottling Line, contact Linda Peluso at the Association at 678-539-2309.