

#### 2015 / 2016 Schedule

2015

**CLC Meeting** December 9-10

Mainstream Call
December 16

2016

**CLC Meeting** February 16-18

Mainstream Meeting February 18-19

Scholars Banquet March 31

ABA Fly-In April 19-21

CLC Meeting April 19-21

Spring Board Meeting TBD\*

Financial Management Forum TBD\*



 Dates are subject to change.
 Check the CCBA website for schedule updates

## 21st Century Beverage Partnership Model Update



#### National Product Supply System Complements Beverage Business Transformation and Territory Expansions

As was widely reported, The Coca-Cola Company announced the formation of a new National Product Supply System ("NPSS") in the United States in late September. This significant step toward building more integrated and streamlined production across our system will facilitate optimal operation of the U.S. product supply system for Coca-Cola Bottlers in order to:

- Achieve the lowest optimal manufactured and delivered cost for all Bottlers in the Coca-Cola system;
- Enable system investment to build sustainable capability and competitive advantage;
- Prioritize quality, service and innovation in order to successfully meet and exceed customer and consumer requirements.

Three existing independent producing Bottlers, Coca-Cola Bottling Co. Consolidated ("Consolidated"), Coca-Cola Bottling Company United ("United"), and Swire Coca-Cola USA ("Swire"), as well as Company-owned Coca-Cola Refreshments ("CCR") along with Coca-Cola North America, will be members of Coca-Cola's National Product Supply Group ("NPSG"). The NPSG will administer key national product supply activities for these NPSS Bottlers, which currently represent approximately 95 percent of the U.S. produced volume.

Under the initial terms of the Letters of Intent, it is anticipated that each NPSS Bottler will acquire certain production facilities from CCR within their transitioning distribution territories. CCR will divest nine production facilities with an estimated net book value of \$380 million:

- Coca-Cola Bottling Co. Consolidated will acquire production facilities in Sandston, VA, Baltimore and Silver Spring, MD, Indianapolis and Portland, IN and Cincinnati, OH. Consolidated is expanding its franchise distribution territory to include parts of Delaware, the District of Columbia, Maryland, North Carolina, Pennsylvania, Virginia and West Virginia.
- Coca-Cola Bottling Co. United will acquire the production facility in New Orleans, LA. United has assumed markets in Oxford-Anniston and Scottsboro, AL and will continue to expand its presence across the Alabama, Georgia, Tennessee and Florida panhandle. Additional territory includes Alexandria, Monroe, New Iberia, New Orleans and Shreveport markets (LA); Natchez, MS; Tallassee, FL and Valdosta, GA.
- Swire Coca-Cola USA will acquire production facilities in Phoenix, AZ and Denver, CO. Swire has assumed the Denver and Colorado Springs markets and will add new geographic areas including Phoenix and Tucson.





Swire Coca-Cola USA

#### A Centennial Celebration in Colorado!





Durango Coca-Cola Bottling Company Celebrates its Centennial Anniversary and 100 years of excellence. On behalf of our Members and the Coca-Cola System, The Coca-Cola Bottlers' Association congratulates the Mapel family and Durango Coca-Cola Bottling Company on this exciting and inspiring milestone.

During this time in 1915, the Coca-Cola Contour Bottle was in the early stages of becoming the icon it is today and also during this period, Western Coca-Cola Bottling Company contracted franchise rights with John Kellenberger of Durango, CO. Over the next five years, Frank Mapel, a bright young gentleman, became involved with the business while working in purchasing for the Gallup Mercantile Company.

The west was growing and it seemed like all businesses were booming, especially Coca-Cola franchises. So around 1948, when The Charles Ilfeld Company purchased the Durango Coca-Cola franchise from Mr. Kellenberger, Frank Mapel was named its President. As the business progressed, Durango Coca-Cola moved and expanded its plant to a new location under Mr. Mapel's direction. Shortly afterwards in the early 1960s, Frank Mapel led a group that purchased the holdings of his employers at the Charles Ilfeld Company for the bottling operations serving Gallup, New Mexico and Durango, Colorado. Over the following years, the Mapels and Durango Coca-Cola grew and changed together.



A throwback - Don Mapel perfecting his shelf set!

In the late 1960s, another bright young gentleman - Don Mapel joined the business, serving in numerous roles ranging from warehousing, delivery, sales manager, vending manager, and eventually general manager.

#### And the rest, shall we say, is history.

Today, Durango Coca-Cola boasts some of the highest per-capitas for Coca-Cola in the western United States and is the largest full line vending company in the Four Corners area, serving over 1500 customers. Don Mapel is a charter

member of the Mainstream Council and also serves on CCBA's Board of Governors. Don's daughter Meredith Mapel, is the first woman to serve as President of the Mainstream Council. The Mapel family operation is three generations strong and looking forward to the next one hundred years in the markets they serve!



Meredith Mapel, Vice-President, Durango Coca-Cola Bottling Company celebrates this special milestone and shares a tender moment with her father at the August CCBA Annual Meeting.

### The Contour Bottle 100th Birthday Celebration Concludes

Consumers across the nation have helped us celebrate the centennial anniversary of our beloved Contour Bottle throughout 2015. As the year and this celebration comes to a close, CCBA would like to acknowledge you, our Members –in your collective stewardship of Coca-Cola and in continuing to nurture passion for our business – that resonates beyond the brand and contour bottle symbol.

Our Founding Fathers knew that innovation, collaboration and a commitment to excellence would always be the key to our System's growth and continued health. Whether you are new to our System or like so many, have deep roots in this business, we are all inextricably linked as we live and create our shared history.

This shared history is everywhere, such as with Randy Mayo, (Sooner CCBC and CCBC of Winfield), who's great grandfather – Ollie Biedenharn, was a Director with CCBA's Board of Governors at the time, and who also served on the committee of the board, whose purpose was to choose the design of the "new" standardized bottle – now an icon for the ages.

The Coca-Cola Company continues to churn out innovations, holding nearly 50,000 trademarks and more than 5,000 patents. Here's to our future!

## Fall 2015 Mainstream Meeting Highlights



John Gould addresses Membership during Bottler-Only session

On Oct 27th and 28th, Mainstream
Bottlers convened in the Company's
newly re-modeled collaborative
meeting space at Atlanta HQ to
discuss 2016 planning and business. Jimmy Briggs, Mainstream
President kicked off the session and
shared his comments and observations on the state of our business.
A special CCBA morning session
with Bobbie Golden, Director,
Customer Programs and John
Gould, CCBA's Executive Director,

offered a summary and point-of-view on key topics impacting our current business and addressed Member questions. This was an informative session that covered changes to Agency Agreements and Mainstream By-laws, revisited progress in the 21st Century Beverage Business model, the Comprehensive Beverage Agreement and critical key points in Mainstream's role in Governance and Customer Leadership.

Dan Markle (CCNA Senior Vice President, Franchise Leadership) commenced the CCNA portion of the meeting, reinforcing System focus on our five key pillars and how Franchise leadership is working to improve capability plans and resources for mainstream Bottlers.

Jim Dinkins Chief Customer Officer for North America, shared highlights of 2015 positive business results and reinforced how our Consumers are driving packaging mix and transaction package success. Jim offered an informative breakdown on performance metrics, key drivers and important resources to create world class customer value and capability, leading into the 2016 National Retail Sales (NRS) 8 'Must Win' Priorities, along with 3-year strategic imperatives and, how we'll get there.



Jimmy Briggs, CCBA Mainstream
President and Jay Chesterman
of Chesterman Coca-Cola
enjoy a break

Brian Sappington and Curtis Stewart from the Walmart team provided an extensive overview of how Walmart is evolving within the overall retail landscape. Jay Ard followed with a comprehensive overview of Immediate Consumption perfor-

mance and the Convenience Retail channel. A special congratulations to Jay, who was also recently inducted into the Convenience Retail Hall of Fame. Jay has been instrumental in the growth and health of our business in this essential channel and in many ways, is synonymous with CR. Way to go Jay!

Andy Buckingham, the new VP, Commercial Leadership explained how his team will build capability and support growth. Andy covered key strategies the Commercial Plan will focus against, and talked about the importance of prioritization as a key to system progress.

Sandy Douglas and Rudy Salas then closed Day One with a Question/Answer session that provided time for valuable dialogue.

On the morning of day two, the Customer team leads for Target, Kroger and Drug/Value provided highlights of our business with our key customers. Each offered an overview of their Customer's strategy and our business partnership within the changing retail landscape.



Kirk Freese (CCBC Columbus), Gary Ziegler and Jeff DeBauge (CCBC Emporia)

Bryan Smith (Group Director, Franchise Leadership, Foodservice & On-Premise) updated the audience on core tools and resources for Growing Net Outlets and changes in Fountain's evolving local fountain business agreement. Brian emphasized the importance of mobile wallets and loyalty programs, announcing that MCR will soon be integrated into Apple Pay, Android Pay and Samsung Pay, offering an automated way to reward consumers for Coca-Cola product purchases. Bryan encouraged everyone to think about the availability and location of cashless vendors in their markets to evaluate and potentially leverage this innovative opportunity.

The RED team (Heather Cobb, Dave Connors and Ariel Davila) took the stage and covered key areas and specifics in how RED is being enhanced to meet individual Bottler and business needs and to support building a culture of execution excellence. Ariel walked the audience through a detailed overview of milestones and exactly how the Market Street Challenge would be implemented this year.

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## Fall 2015 Mainstream Meeting Highlights.....(continued from page 3)



Jake Vogel (Jefferson City CCBC) with Sally Hargis and 'Cookie' Rice (Ozarks / DP CCBC) enjoying the reception in the updated lobby of the Coca-Cola Tower

Bill McCrary followed and walked the room through scorecard metrics, performance funding, planning resources and key planning milestones through the balance of this year, to effectively finalize our 2016 Plan. Carolyn McCarthy and Peggy Loos shared changes to the media planning process and implications of these changes to Mainstream Bottlers. They provided powerful statistics around consumers and the digital media space, as well as core guiding principles for smart media investment. Speaking of effective media, Dan Markle followed with highlights of some very special local marketing by Viking CCBC in Fergus Falls, MN -- that showcased the re-launch of Surge. This is the kind of media coverage you cannot buy!

The final general Member presentation, led by Chaly Jo Moyen, provided attendees a view into Hispanic culture with facts and statistics balanced by personal perspectives from Hispanic Coca-Cola colleagues, Happy Guadalupe and Alvaro Silva. This was followed by Region breakouts to further facilitate planning.

The Spring and Fall Mainstream meetings offer an excellent venue for Members to stay informed on our business, connect with fellow Bottlers and System colleagues, and offer input on plans as they come together and evolve.

We hope we'll see you at the Spring session in Palm Springs on February 18-19th in 2016!

Scan the QR Code to read the online article, view all photos from the session and download the presentation by Bobbie Golden and Jimmy Briggs.



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

The transition of these production facilities from CCR to NPSS Bottlers is anticipated to take place between 2016 and 2018. The sale of additional production facilities from CCR to NPSS Bottlers in previously announced transitioning distribution territories will be considered as the parties work through the respective transactions. CCR territories will continue to be refranchised and decisions on any remaining production facilities in those territories will be considered at that time.

This action leverages the strengths and capabilities of CCR, Consolidated, United and Swire to operate as one highly aligned and competitive national product supply system. It also benefits all U.S. bottling partners by providing products that are manufactured at the lowest optimal cost.

The board of the NPSG will focus on infrastructure planning, innovation planning, and optimal sourcing. The NPSG's Board members are Rick Frazier, CCR; Dave Katz, Consolidated; Stan Ellington, United; Jeff Edwards, Swire; and Mark Eppert, CCNA. The NPSS structure enables the System to leverage significant scale with the unique competitive advantage of being able to act with speed, enabled by the outstanding commercial capabilities of a strong local bottling system.

Earlier this month, the election of two leaders, Dave Katz, Board Chair, and Chris Gaffney, President were announced to steward strategic product supply activities for the NPSG beginning on January 1, 2016, pending the finalizing of agreements.

After assuming Board Chair duties, Dave will continue to serve in his current role as Senior Vice President of Consolidated. He has responsibility for human resources, manufacturing, engineering, quality assurance, and operations planning.

Chris Gaffney will assume the duties of NPSG President full-time and will have a dual reporting relationship into both the NPSG Board and Mark Eppert. Chris currently is CCNA's Vice President of System Transformation and leads territory transitions with expanding Bottlers under the 21st Century Beverage Partnership Model.

These new transactions are subject to all parties reaching definitive agreements. Of course, all parties are committed to working together to implement a smooth transition with minimal disruption for customers, consumers and system associates.

## Company Remains on Track to Refranchise Half of Company-Owned U.S. Bottler-Delivered Volume by End of 2017

#### Some territory expansion transaction closings to report:



 The Ozarks Coca-Cola Bottling Company completed its territory expansion in Northern Arkansas, southeast Kansas and adjoining parts of Missouri. This acquisition includes distribution centers in Joplin and West Plains and adds 37 new counties. With the move, Ozarks Coca-Cola/Dr. Pepper will do interstate business for the first time.



• Coca-Cola Bottling Company High Country closed its transaction to acquire additional territories in northern South Dakota, the majority of North Dakota, and western Minnesota. This transaction expands Coca-Cola Bottling Company High Country's existing territories in South Dakota, Wyoming, Montana, Colorado, and Utah. The transaction includes Sales Center facilities located in Aberdeen and Mobridge, South Dakota; Moorhead (Fargo, ND); Morris (Minnesota); Bismarck, Minot, Jamestown, Devil's Lake, and Grand Forks (including Roseau, MN) in North Dakota. The transaction also included the CCR manufacturing facility in Bismarck, ND.



• Coca-Cola Bottling Co. Consolidated closed its latest transaction to expand its distribution territory to include Norfolk, Fredericksburg and Staunton in Virginia and Elizabeth City in North Carolina. The closing of the distribution transaction represents the initial closing under a definitive agreement the company signed with CCR in September 2015 to expand Consolidated's distribution territory to include territories located within Delaware, the District of Columbia, Maryland, North Carolina, Pennsylvania, Virginia and West Virginia. Consolidated expects to complete a series of additional transaction closings to acquire the balance of these distribution territories in 2016 and is continuing to work toward signing definitive agreements with the Coca-Cola Co. for the acquisition of the remainder of the distribution territories located within Ohio, Indiana, Illinois and Kentucky.



• Coca-Cola Bottling Company United closed its latest transaction with The Coca-Cola Company to expand its territory in four states – Tallahassee, Florida; Valdosta, Georgia; Alexandria, Monroe; Shreveport and Natchez, Mississippi.

Additionally, new Letters of Intent have been signed to grant exclusive distribution rights and sell local distribution assets to the following expanding, independent Bottlers.



• Coca-Cola Beverages Florida will assume additional territory in north Florida including Brevard, Daytona, Jacksonville, Gainesville and Orlando.



• Great Lakes Coca-Cola Distribution, L.L.C., will assume additional territory including the state of Michigan, the majority of Wisconsin including Milwaukee, southern Minnesota including Minneapolis and portions of northeast Iowa and northern Illinois adjacent to its Chicago territory.



• Atlantic Coca-Cola Bottling Company will assume new territory in southeastern Iowa, including Cedar Rapids and Quad Cities, western Illinois and northeastern Missouri.

Congratulations to CCBA Members participating in this process!



# Highlights from the 2015 CCBA Annual Meeting of the Membership

We hope you enjoy these photos from the original article that was posted on the Association's website in September.



Atlanta was the place to be on August 17th and 18th as CCBA's Member Bottlers convened for our 2015 Annual Meeting, to review important topics and prepare for 2016 planning.

This year's CCBA meeting theme was "Many Bottlers – ONE Bottling Family", a theme to acknowledge the meaningful and unique business relationships among Coca-Cola Bottlers.

Scan the QR code below to read the full article and view LOTS more photos of the meeting and receptions! In the mean-time, enjoy some snapshots from the event...



Elizabeth Barry Roman of Middlesboro Coca-Cola Bottling Works accepts an plaque for her grandfather, Neil Barry, Jr (in his 58th year of working with the Coca-Cola System) honoring his participation and service on CCBA's Board of Governors' for 24 years.



Standing room only for our guest speaker, Paul Mulligan, President, Coca-Cola Refreshments.



ABA President Susan Neely, with Claude Nielsen (CCBC United), Sally Hargis (Ozarks Coca-Cola/Dr. Pepper), Jack Pelo (Swire CCUSA) and Frank Harrison (CCBC Consolidated) answer questions and offer perspective on their experiences with supporting the facts and stewarding our business.



Troy Taylor, Chairman & CEO Coca-Cola Beverages
Florida makes membership official with John Gould,
CCBA CEO and Executive Director.



Andrew Reyes shares his thoughts with our Member audience after accepting the Certificate of Membership for Great Lakes Coca-Cola Distribution Company, LLC



We also need to give a shout-out and special congrats to our

Presidents Award PER CAP winner Canyon City Coca-Cola Bottling Company – for winning this year's President's Per Capita Award!

In today's business environment, the one thing we can all count on is change. The CCBA annual meeting offers a great opportunity for members to stay informed on all aspects of our business while connecting with your fellow Bottlers in an excellent environment!

The CCBA Officers and Staff appreciate the participation and engagement of all who attended and hope to see even more Members join us next year!

### **Local Marketing Notes**

# Fergus Falls

# Fergus Falls (Viking Coca-Cola Bottling Company) Becomes the Epicenter for a Local Marketing 'SURGE'

Many of us can fondly recall the launch of Coca-Cola's great tasting, sparkling citrus—flavored soda, Surge. As well, we likely recall its discontinuation. Well...based on the impressive grassroots campaign of some loyal, hard-core Surge fans, the brand is back!

The re'surge'nce began in December 2011, when Evan Carr of San Jose, CA founded the SURGE Movement on Facebook. Shortly after that, Sean Sheridan of Murphy, TX and Matt Winans, a 2007 Fergus Falls High School graduate, who was born and raised in Fergus Falls joined him. Through the power of social media and a pure grassroots strategy, the SURGE Movement community (now over 224k fans) coordinated their efforts with the goal of influencing The Coca-Cola Company to bring the SURGE brand back to the market.

Their tactics were not only fun, but effective and eventually worked when Coke brought SURGE back last year through e-commerce, via Amazon. Fans bought out the available supply on the very first day, even at a price of \$14 for a 12-pack of 16-oz cans.

The community, led by their undaunted Millennial leaders, continued to lobby the Company to make the brand available across in-store channels and physical outlets. And this past May, 2015, Viking Coca-Cola Bottling Company received word that they would again be distributing SURGE throughout all of their facilities, joining over one-third of the nation doing the same! This accomplishment is only due to the display of demand through the SURGE Movement community combined with their strategic leadership and energy.



Matt Winans talking with a shopper at Holiday Station Stores

This is where the story picks up for Viking CCBC and the city of Fergus Falls, MN. After realizing that Matt Winans had strong local ties, Darin Carlson, Director of Home Market for Viking Coca-Cola Bottling connected with him to celebrate his Fergus Falls roots and create meaningful connections across the community.

On September 10th, not only did Viking celebrate the brand's relaunch in Matt's hometown, they recognized his efforts with



The pre-launch Team rally at the Viking CCBC Fergus Falls Sales Center in August

a special event that helped raise money for the Fergus Falls Community Food Shelf. They also organized a reception where Matt was recognized by the Fergus Falls City Council, who officially declared September 10th as "Matt Winans Day." Matt, true to his passion, spent the rest of his day activating retail locations across the area. During these activations, Matt met with shoppers and store owners, talking about the brand he loved and helped revive.

A lunchtime retail activation (at Service Food) included a "donations-based" lunch that was accompanied by a live radio remote, broadcasting the event.

Scan the code to listen to the pre-recorded radio spot that promoted the event:



One hundred percent (100%) of those proceeds went directly to the Fergus Falls Community Food Shelf. Donations during the 2 hour lunch exceeded \$1800. The food shelf is



Viking Coca-Cola Bottling Company (and The Coca-Cola Company) donated \$500.00 to the Fergus Fall Community Food Shelf.

able to take that cash and through a partnership with other organizations (e.g. Second Harvest), purchase food at a significantly discounted rate. This ultimately provided the Fergus Fall Community Food Shelf with a dollar value of over \$10,000 worth of food.

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### Local Marketing Notes \_\_\_\_\_



# Fergus Falls (Viking Coca-Cola Bottling Company) Becomes the Epicenter for a Local Marketing 'SURGE'.....(continued from page 7)



Dave Yantes, Viking CCBC VP, Sales enjoying a SURGE at one of the many retail locations they activated The SURGE Movement Facebook page is a main source of communication for Surge fans and has grown to over 300k followers! Reinforcing just how impactful social media has been for this brand was showcased when the Viking team garnered over 5,000 likes and hundreds of interesting comments in just 9 hours, after posting this picture (between 10pm that night, and 6 am the next morning) to the SURGE Movement Facebook Page.

Scan the code:



to view the television coverage



to read the local newspaper coverage



to view the Viking Coca-Cola Company video:



The Viking CCBC team also delivered record-breaking SURGE sales, with its 90 day forecast depleted in the 1st week. It seems they have not been able to keep Surge on the shelves! With their new forecast, the team expects to have out-of-stocks replenished and shelves full within the next six weeks!

Darin had a vision and was quick to point out the support he received from his management at Viking CCBC. He added how inspiring it feels - to be able to run with an opportunity like this – something that underscores the nimble nature across our independent Coca-Cola Bottling System.

This event has also opened doors of communication with local Customers for category leadership discussions and other collaborative opportunities, So – the success story continues and we will continue to share updates with you! Check the CCBA website to read even more detail on this event.

#### Walmart Customer Team Awards Top Performers at Annual Global Meeting

The Global Walmart Meeting is an annual event that is open to all Bottlers of Coca-Cola who serve Walmart and / or Sam's Clubs. This year's meeting was held in Ontario, Canada.

Meeting sessions are packed with valuable information through Voice of the Customer presentations and breakouts, combined with Bottler interaction and collaboration, all focused on expanding System capability to drive execution and efficiency for this important Customer. The Walmart Customer Team also acknowledges Bottling partners and individuals for their performance and contributions to the Coca-Cola / Walmart business at this annual session.

Congratulations to our CCBA Members who earned awards in the additional categories mentioned below!

Team Ambassador Bobbie Golden, CCBA



Walmart Top Performers Swire Coca-Cola USA Big Springs, Inc. (Huntsville, AL)

Immediate Consumption Growth Strategy
Swire Coca-Cola USA

Sam's Club Top Performers

Coca-Cola Bottling Co. Consolidated Atlantic Coca-Cola Bottling Company

Supply Chain Strategy (driving DSD PO)
United Coca-Cola Bottling Company

Rob Gehring (President Global Walmart/Sam's Team), Bobbie Golden (CCBA) and Curtis Stewart (Franchise Leadership Walmart/Sam's Team) award and thank Bobbie for her representation and role in linking the Walmart team with our Mainstream Bottling business partners.

### Local Marketing Notes



#### It's Always Coca-Cola Days in Atlantic, Iowa!

As it says on the welcome sign and the home page of AtlanticIowa.com,"Atlantic is the Coca-Cola Capital of Iowa"!



Left to right - Dolly Bergman, Chairwoman of the Atlantic Chamber of Commerce Coca-Cola Days Committee with Members of the Coca-Cola Days Committee, Ellen Rutherford and Margaret Slepsky, and Ouida Hargens, Executive Director of Atlantic Chamber of Commerce.

Every Fall, for the past 23 years, the town of Atlantic, Iowa welcomes visitors to celebrate "Coca-Cola Days" with them. This year's event took place from September 25th to 26th and was themed, "Bottling Happiness," to celebrate the 100th anniversary of the Contour Bottle.

"Coca-Cola Days" is hosted by the Atlantic

Chamber of Commerce, the Atlantic Coca-Cola Bottling Company and the Iowa Chapter of the Coca-Cola Collectors Club. The event is the second largest meeting of Coca-Cola collectors in the United States. The only larger event of this kind is in Atlanta, Georgial



a snapshot from one of the many 'Coca-Cola Days' swap meets

During the Coca-Cola Days extravaganza, visitors can enjoy a tailgate party, visit the museum filled with memorabilia, attend a swap meet and more! Information with print materials is always available at Atlantic's Chamber office and commemorative t-shirts are a popular purchase with tourists.

The event also celebrates independently owned, Atlantic Coca-Cola Bottling and its commitment to the community. Atlantic CCBC has fully integrated this popular community event into their beverage customer and retail programming with displays and special sales. Even the local newspaper covers the event and runs a series of articles about Coca-Cola and Atlantic Coca-Cola Bottling Company. Each year, a guest speaker from the Coca-Cola Company is invited to speak to attendees, covering popular and relevant topics about the Coca-Cola business. This year's event featured Andy McMillin, Senior Vice President, Coca-Cola Trademark Brands. Andy offered a unique behind-the-scenes view of the Share-a-Coke program.

#### Iowa Business Hall of Fame Honors James R. Tyler as a 2015 Inductee

The Greater Des Moines Committee will recognize James. R Tyler as a 2015 Inductee to the Iowa Business Hall of Fame. James and two other inductees will be honored during the Greater Des Moines Committee's annual Black Tie Dinner to



be held on Thursday, Dec. 3 2015. The Iowa Business Hall of Fame honors the achievements of Iowans who have made outstanding contributions to the development and enhancement of Iowa's business climate.

James R. Tyler is the second generation family owner of Atlantic Coca-Cola Bottling Company, which was founded in 1909. James took over management of the company in 1958. Within 10 years the company grew from 16 to 40 employees and added a number of soda brands to its bottling lineup. In 1975, Atlantic Coca-Cola Bottling purchased the Des Moines area Coca-Cola franchise, which increased the brand's presence and popularity. In 1989, Jim led the way as the company's Des Moines operation moved into a larger warehouse and sales center on Hickman Road in Waukee. James became the company's chairman in 1991. Fast forward to today -- as Jim oversees Atlantic Coca-Cola Bottling Company's expansion into new territory in southeastern lowa, including Cedar Rapids and Quad Cities, western Illinois and northeastern Missouri.

Jim was a 1949 graduate of Simpson College, and he has given back to higher education in the state of lowa through serving for six years on the State Board of Regents. He has been heavily involved in the community, serving on the Atlantic School Board for nine years, including four as President, in addition to serving as President of the Atlantic Rotary Club, President of Atlantic Golf & Country Club and Vice-President of the Atlantic Chamber of Commerce. He served as President of the Iowa Association of Business and Industry, and nationally served on the Board of Governors for the Coca-Cola Bottlers Association for 22 years and on the board of the National Soft Drink Association for nine years. Jim is also a veteran, having proudly served as a P-38 pilot in Italy from 1943-1946, during World War II.

Inductees to the Iowa Business Hall of Fame are selected on merit rather than endorsement. The criteria for selection are Business Leadership; Community Development Impact; Community Volunteerism/Leadership; Strategic Leadership, and Business Recognition.

Congratulations Mr. Tyler!

#### Local Marketing Notes



#### Celebrating the Grand Opening of its New Customer Care Center

Coca-Cola Bottling Company Consolidated opened a new chapter in its 113-year history in Charlotte on November 10th, as the company celebrated the grand opening of its new Customer Care Center.

The spacious facility features a work environment to optimize employee engagement and encourage collaboration. The Customer Care Center handles all incoming and outgoing customer calls – totaling 2.2 million calls annually. CCBCC renovated this oncevacant warehouse and created office space with a total investment of more than \$8 million in the 71,280 square foot facility.



J. FrankHarrison addresses the audience at the November 10th Grand Opening.

"We are very excited about moving our Customer Care Center and expanding our operations in Charlotte," said Coca-Cola Consolidated Chairman & CEO J. Frank Harrison. "This is a great, vibrant city with a long Coca-Cola history. We look forward to serving our customers and consumers from this new, stateof-the-art facility."

Mr. Harrison is a fourth-generation bottler. His family roots in

the business started with his great-grandfather, J.B. Harrison, who launched Coca-Cola in Greensboro, NC in 1902. Over the last century Coca-Cola Consolidated has expanded to become the largest independent Coca-Cola bottler in the United States.

#### Helping South Carolina Flood Victims



CCBCC employees deliver a different kind of water rescue!

Coca-Cola Bottling Co. Consolidated sprang into action in early October, delivering more than half a million bottles of Dasani water to those affected by the devastating floods in South Carolina. In coordination with S.C. Governor Haley's office, S.C. Emergency Management and the American Red Cross' South Carolina division, Coke Consolidated's S.C. team delivered over 107k bottles of emergency water in the critical 24 hours following the devastating flood, totaling over 556k bottles by the end of that week. Not only did the S.C team deliver lifesaving bottled water, but they also volunteered to help those affected by the flooding.

Hats off to the Coke Consolidated team who mobilized in hours and attended to the needs of their community seamlessly. To learn more about how you can help the victims of the South Carolina Flood, please scan code:



**MAINSTREAM** Representation for 2016

Voting to elect new Mainstream Officers and Core Customer Team Representatives was recently completed.

Scan this code to view results on the CCBA website.



#### **CCBA Member Resources**

#### The Importance and Value of Learning in our **Business**

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.

CCBA Loss Control Proprietary curriculum and prepared courseware. Members must participate in P&C program

Third Party 'Off the Shelf' to support individual / Company learning paths

Member/Bottler Loaded Content - create / upload your own programs & tools

#### Some proven benefits of well executed workplace safety and health training include:

- Increased job satisfaction and morale among employees
- Increased employee motivation
- · Increased efficiencies in processes, resulting in financial gain
- Increased capacity to adopt new technologies and methods

- Increased innovation in strategies and products
- Reduced employee turnover
- · Enhanced company image
- Risk management reduction, (e.g., training about sexual harassment, diversity training)

While a number of ad hoc learning resources exist across the Coca-Cola System, your Association provides a Learning Management System that offers a reliable platform for online training modules as well as a repository for documents that support live training in different locations. For a very reasonable cost, the Intellum Exceed Learning Management System enables individual Bottlers to have a separate, customizable training site within a larger platform provided by CCBA. Contact Ann Burton (678-539-2302) or Charles Norton (678-539-2304) if you are interested in learning more.

## In Memoriam

We lost a long-time Coca-Cola friend and CCBA employee recently. We know you join us in sharing condolences with Rose's family

#### Rose W. Trott

October 10, 1939 - October 27, 2015

Rose (Lucas) Trott, of Hampton, GA, and an employee of The Coca-Cola Bottlers' Association for 31 years, passed away Tuesday, October 27, 2015, just 17 days after celebrating her 76th birthday.

Rose was the cheerful voice on the phone and smiling face behind CCBA's reception desk. Her cheerful disposition, work ethic and unwavering service leaves a tender void in our hearts.

She is survived by husband: Stuart Trott; children: John Scott Frizzell Jr. (Rhonda Wyatt-Frizzell) of Sharpsburg, and Judy Rebecca Hobbs (Wade A.) of Lexington, SC; sister: Shirley Franklin (Jerry) of Wellington, OH, 7 grandchildren; and 6 great grandchildren.



Rose (second from left) with Hager Rand, Art Gregory (former CCBA Executive Director) and Albert Clark at one of the many CCBA Annual Meeting receptions.

#### Coca-Cola Bottling Company of Yakima lights up local hearts!

Every December, the city of Yakima, Washington, nestled in the foothills of the Cascade Mountains, brings to life the holiday spirit. Tours of Downtown Yakima aboard horse drawn carriages with musical performances by local artists, as well as the Yakima Youth Symphony Orchestra set the stage. Local merchants offer free photos with Santa, pottery ornament workshops and other seasonal holiday open house events across Yakima's historic North Front Street District.

These festivities culminate with the Annual Holiday Light Parades held throughout the Yakima Valley. The feature of this parade is none other than the lighted and fabulously decorated truck from the Coca-Cola Bottling Company of Yakima & Tri Cities.





December is a melting pot of holiday celebrations and regardless of the respective celebration, Bill Dolsen's "Coca-Cola Happiness Squad" lights up hearts across the region as their truck lights up the night. The team at CCBC of Yakima participates in other lighted parades in their market including the largest and most popular "Sunnyside Lighted Farm Implement Parade". When not in parade mode, the Coca-Cola Holiday truck and a few local merchants tour the territory after work delivering the Holiday Spirit to other commu-

nities in their territory, shopping centers and those who cannot travel like adult assisted living facilities. The Coca-Cola Holiday truck has won many parade awards but the most valuable ones come through the calls and letters saying "thank you for the Holiday spirit!

Bill Dolsen, Coca-Cola Bottling Company of Yakima's President added "Of all the things we do, sponsor, participate in and endorse; the Lighted Coca Cola Christmas truck brings more joy to this community than anything". Always Coca-Colal

Check the CCBA website for up to the minute coverage on this year's parade!



#### Happy Holidays to Everyone And best wishes for a happy, healthy and prosperous 2016!



#### Welcome to your New CCBA WEBSITE!



Contact Linda Peluso @ 678-539-2309 with any questions.

In late September CCBA launched its enhanced website CCBANET.COM. The site can be found at the same web address (url) and features new functionality, graphics and navigation. An exciting development is the addition of security that protects our collective resources and information and enables us to share and link you to information that we were not able to do previously.

If you haven't already signed on, we encourage you to do so. Obtaining you password is easy. Your input and feedback will be critical. We want to hear from you! Tell us about your programs. Share updates on your organization and feedback that can help us improve our communication to you.



Thank you for your participation and partnership.

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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.