



the BottlingLine

Issue No. 327 • Spring/Summer 2016

2016 Schedule

CCBA Loss Control Forum
May 4-6
Memphis, TN

WAUKOMIS Bottler Meeting
May 18-19
Corinth, MS

Financial Management Forum
June 21-24
San Diego, CA

CCBA Annual Meeting
August 1-2
Atlanta, GA

2017 TCCC System Planning Meeting
August 3-4
Atlanta, GA

Fall Board of Governors Meeting
September 29-30

Fall Mainstream Meeting
October 25-26
Atlanta, GA

Fall Risk / Financial Management
TBA

CCLT Meetings
June 7-9 / August 23-25 /
October 18-20

21st Century Beverage Partnership Model Update – Refranchise Acceleration

Evolution of the Coca-Cola System of the Future has accelerated significantly - ALL remaining NA territories will be refranchised by end of 2017 and another NEW Independent Bottler joins the System!



This timing is three years earlier than expected. The plan as announced by The Coca-Cola Company, also includes the sale of 39 remaining North America Cold-Fill production facilities to Bottlers. These facilities produce sparkling beverages, such as Coca-Cola trademark brands and Sprite, along with still brands such as Dasani. The Company expects to maintain ownership of its hot-fill facilities, which produce brands such as Powerade and Minute Maid juices. Company-owned hot-fill operations will supply the entire North America Coca-Cola system.

Refranchise activity has been steady since late last year, with the latest announcement highlighting expanded territories for several bottlers and the addition of a **new, independent bottler**.

The Coca-Cola system's newest Bottler is led by Ulysses "Junior" Bridgeman, founder of a Louisville, KY, company named Manna Inc. Mr. Bridgeman is a former NBA player who first established his business interests by purchasing three Wendy's franchises while he was still playing basketball. Mr. Bridgeman retired from the NBA in 1987 and grew his portfolio of businesses to become one of the largest restaurant franchise operators in the country. He has signed a letter of intent to acquire territory from The Coca-Cola Company in Missouri, Illinois, Kansas and Nebraska, including the cities of St. Louis and Kansas City. Mr. Bridgeman will also acquire a production facility in Lenexa, KS. Justin Bridgeman, one of Junior Bridgeman's sons, will lead the company with his father.

Scan the code to read the latest on refranchising territory expansions, Letters Of Intent and Definitive agreements.



Mainstream Bottlers Meet in Palm Springs

On February 18 and 19th, independent Bottlers of Coca-Cola participated in the annual 2016 CCBA Spring Mainstream meeting, held in Palm Springs, California. Attendees representing 30 Mainstream Bottlers as well as 3 of our top ten Bottlers (Consolidated, United and Swire) and representatives from the Company, Monster, Rutherford and CCBSS spent two days tackling key topics important to driving our business and performance.



Mainstream HQ from Feb 18-19, 2016

Day One kicked off with Dan Markle and members of his leadership team bringing attendees up to speed on the Company's performance and our progress as a system against priorities and development of System of the Future capabilities. Drew Haynie and Bobbie Golden offered an overview and update on Customer Leadership with new related System routines to support our approach with Customers. This presentation was highlighted by a panel of three large and long-time system Bottlers, heavily invested in the refranchise activity. The panel included Robert Chambless from Coca-Cola Bottling Company Consolidated, Crawford Jones, Coca-Cola Bottling Company United and Paul Lukanowski of Swire Coca-Cola USA.



Cookie Rice (Ozarks CCBC) with Randy and Wes Mayo (CCBC of Winfield/Sooner) catching up and talking business!

All three shared facts about their respective ownerships and business as Expanding Bottlers of The Coca-Cola Company. Each provided a peek into some lessons learned and real time examples of managing Customers and the overall business challenges and rewards that go hand-in-hand with the dynamic process of territory expansion. Paul Lukanowski also shared a fascinating history and overview of Swire & Son (parent company of Swire Coca-Cola USA.) Swire celebrates its 200 year anniversary in 2016 and boasts a diversified portfolio, with an unparalleled rich global history. (See *Swire's Anniversary article in this issue.*) CCBC and United added to this rich dialogue with their perspectives on their history and the challenges and excitement that has come with expansion of their ownerships. The afternoon session featured an update and productive dialogue with the Andrew Wilkinson and Mark Hall from the Monster team. The celebration continued with a very special reception that evening, where Rodney Saks, CEO of The Monster Energy Company, also joined the group!

Day Two moved quickly with Jimmy Briggs providing headlines from the prior day's session and attendees having an opportunity to ask questions and engage in dialogue with the Coca-Cola North America Franchise Leadership team. Curtis Stewart and Brian Sappington shared critical updates on Walmart and Bobbie Golden provided an update and overview of The Company's approach to collaborative business planning and retail value proposition. Jimmy Briggs (with Paul Rutherford) led discussion on progress of North Star implementation. Jimmy was then joined by Dwight Frierson and both shared some key news and changes at Coca-Cola Bottler Sales and Services.

Importantly, this meeting also addresses essential news for CCBA Member Bottlers. CCBA CEO and Executive Director, John Gould and CFO, Ann Burton shared updates on CCBA programs, Industry Issues and the Participating Bottler Comprehensive Beverage Agreement, followed by a robust Q&A with Mainstream President, Jimmy Briggs, CCBA Bottler Vice President, Trevor Messenger and CCBA's Bobbie Golden. [Scan this code if you missed the meeting and are interested in seeing more photos and the presentations that were shared.](#) Please note this is secure access for CCBA Mainstream Members only.



Trevor Messenger and Carl Lehr-kind IV during the reception – a fun way to collaborate!

This is an exciting time to be part of our business! We want to thank our Coca-Cola North America business partners who attended and shared valuable information with our Members.

We welcome your feedback anytime! CCBA's goal is to facilitate meaningful Mainstream meetings that benefit our independent bottling community and encourage full participation by all Mainstream members.

The Mainstream conference calls are again scheduled to follow the live CCLT meetings. Please plan to participate if possible!

The remaining schedule for 2016 is: **June 16 • September 1 • December 15**

Welcome the 28th Class of Coca-Cola Scholars!



Official Photo of the 2016 Coca-Cola Scholars with Jane Hale Hopkins, Vice President and J. Mark Davis, President, Coca-Cola Scholars Foundation; Mr. Jose Luis Cutrale, Muhtar Kent, Chairman and CEO, The Coca-Cola Company; David M. Rubenstein, Honored Guest and Co-Founder and Co-Chief Executive Officer, The Carlyle Group with Claude Nielsen, Chairman, Coca-Cola Scholars Foundation and Chairman, Coca-Cola Bottling Company United, Inc.

The 2016 and 28th class of Coca-Cola Scholars was officially welcomed and celebrated in Atlanta at their reception and awards banquet on March 31st. The anticipated event featured David Rubenstein, American financier and philanthropist best known as co-founder and co-chief executive officer of The Carlyle Group (a global private equity investment company based in Washington D.C.), as honored guest and Keynote Speaker. Mr. Rubenstein shared not only his impressive experiences and thoughts on the future, but a lighthearted and self-deprecating sense of humor.



David M. Rubenstein addresses the energized room!

This event is a highlight for the Scholars, who travel to Atlanta for a special Scholars Weekend. During this four-day weekend, the Scholars participate in a Leadership Development Institute to further develop their leadership skills, tour local landmarks, engage with former Coca-Cola Scholars and participate in a group community service project.

Coca-Cola Scholar alumni stay in touch through regional councils, special events, and through their local Coca-Cola Bottlers. The Coca-Cola Bottling community frequently demonstrates and showcases meaningful events that reinforce the program and support of our Scholars locally. If you are new to having Scholar in your territory, don't hesitate to reach out to the Coca-Cola Scholars Foundation team for assistance at coca-colascholars@coca-cola.com.

Bottling organizations whose territories correspond to each Scholar's geography will receive a package with personalized certificates to use in local school award ceremonies. If you are a Bottler who has a winning Scholar or Regional Finalist in your territory, we encourage you to use the certificates, and work locally to create a special experience that acknowledges this distinction in local school award ceremonies.

With generous support from each of you -- our Coca-Cola Bottlers and The Coca-Cola Company, the Coca-Cola Scholars Foundation is one of the largest business-supported scholarship programs in the US. Since 1989, the Foundation has awarded 66 million dollars to eligible students going to four-year universities and two-year institutions across the country. US Bottlers of Coca-Cola also play a central role in celebrating Scholarship winners in their respective markets!

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John Swire & Sons Celebrate TWO Centuries of Success



Many of us are familiar with Swire Coca-Cola USA, longtime Bottler and a forward thinking beverage operator in the heart of Utah. However, everyone may not be aware that this USA anchor Bottler is also part of a larger global organization that is celebrating their 200th anniversary this year. It is also 150 years since Swire first opened an office in China. There are certainly older firms around the world, but few that have built such a diverse portfolio of business interest from scratch. Equally impressive is the Company's enduring association with a single family! The current Chairman, Barnaby Swire and the current CEO, Merlin Swire are great-great-great grandsons of the founder. Many CCBA Members who have celebrated their centennial anniversaries can likely appreciate this extraordinary business milestone – and that two centuries later, Swire family members still lead the Company today.

It all started in 1816, when John Swire & Son (JS&S), the Swire Group's parent company, first opened its doors for business, as a modest Liverpool, England import-export company. Today, the Swire Group is headquartered in London and operates across six continents, employing 136,000 people and boasting net assets of 58 billion dollars. The Company's Chinese name is Taikoo, meaning "Great and Ancient." Its motto "Esse Quam Videri" translates "To be, rather than seem to be" -- a fitting maxim for today's fast turning business environment.

So what does a diverse company portfolio look like? John Swire & Son has a 49% shareholding interest in publicly traded Swire Pacific Limited (SPL.) In turn, SPL holds the group's interest in three additional publicly traded companies: Cathay Pacific Airways (45%); Hong Kong Aircraft Engineering Company (HAECO) (75%) and Swire Properties (82%.) Now let's take a closer look.



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Welcome the 28th Class of Coca-Cola Scholars!.....(continued from page 3)



Enjoy these photos from the reception and banquet and see more online!

Scholars/Reception/Banquet Photos courtesy of Anne Carr and Guerry Redmond Photography



Scholars Foundation Board Members -- Front Row (left to right): Martin Williams (Corinth CCBW); Claude Nielsen (CCBCU); Beatriz Perez (TCCC); David M. Rubenstein (Honored Guest); Muhtar Kent (TCCC); Kirk Tyler (Atlantic CCBC); Jack Pelo (Swire CCUSA); Second Row (left to right): Jason Pate (2005 Scholar & Alumni Advisory Board Emeritus); Vicki Palmer (Retired Executive Vice President, CCE); Morgan H. Everett (CCBCC) and Clyde Tuggle (TCCC)



Ann Burton (CCBA CFO); John Gould (CCBA Executive Director & CEO); Claude Nielsen (Foundation Chairman and CCBCU Chairman); David M. Rubenstein (Honored Guest); Muhtar Kent (TCCC Chairman & CEO) and Charles Norton (CCBA General Counsel)

Swire Properties includes a wide range of businesses, such as:

- Developments in Hong Kong and mainland China
- New construction in Miami, FL
- Diverse portfolio in Papua New Guinea
- Property management
- Five star hotels
- Award winning malls



Some additional highlights...



Cathay Pacific, founded in Hong Kong in 1946, has one of the world's most modern fleets, including 188 aircraft with 79 on order. Cathay Pacific is a

member of Oneworld Global Alliance which serves more than 210 destinations. Cathay Pacific's portfolio also includes Dragonair/Cathay Dragon*, (serving 52 destinations in Mainland China) and HAECO, a leading provider of aircraft engineering services.

Swire Pacific Offshore interests cover a broad range of commerce that include operating a fleet of 88 anchor tugs, ice-breaking vessels and two state of the art windfarm vessels. China Navigation Company for example, is a wholly owned subsidiary that was established in 1872 and operates a diverse fleet of containers, multipurpose, general cargo and bulk carrier vessels.

Swire's trading and industrial interests encompass leading marketers, wholesalers and retailers of athletic footwear and apparel, operating across 249 retail outlets.

Taikoo Motor Group owns dealerships with brand names like Volkswagen, Volvo Trucks and Harley-Davidson. KALARI of Australia supports the mining industry with nationwide depots. What else? The Swire Group has been in paint production since the 1930s!

**Dragonair was recently rebranded as Cathay Dragon.*



Check out this informative video that shares Swire's story!



Swire has also been involved in food production since the 1880s. Swire Cold Storage operates in the United States, Australia and China with a portfolio as diverse as its other business ventures. Swire manufactures and distributes Campbell Soup for mainland China and owns and operates Taikoo Sugar Refinery, established in Hong Kong in 1881. James Finlay, one of the world's oldest tea growers, is also a wholly owned Swire subsidiary and a leading international supplier of tea, coffee and natural ingredients for the global beverage industry. Finlay operates tea plantations in Sri Lanka, Kenya, and Argentina.

 SWIRE COLD STORAGE

Campbell's 太古taikoo

Swire is the leading operator of refrigerated warehousing in Australia and Vietnam, third in the USA, and has expanding interests in the sector in both Mainland China and Sri Lanka.



And of course, we acknowledge Swire as a longstanding Coca-Cola Bottlers' Association Member! A Coca-Cola franchisee since the mid-1960s, soft drink production and distribution is one of Swire's core competencies. Swire has annual sales of still and sparkling drinks in excess of 1,000 million unit cases in its Hong Kong, Mainland China, Taiwan and USA franchise territories.

Here's to another 200 years!

 | *Coca-Cola*
SWIRE COCA-COLA USA

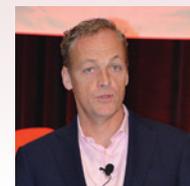


You can also learn more and read about Swire's history in detail on Swire.com



Winter 2015 Newsletter Correction:

No 'Mulligan' jokes here --- rather, a sincere thank you to Mr. Paul Mulligan for his graciousness, when The Bottling Line published a copy error in its last issue (Winter 2015.) The issue included a photo of Paul addressing CCBA Members at the Annual Meeting, using the wrong name. Paul kindly also shared the irony that the incorrect name we used, happened to be his mother's maiden name... *Mea culpa...*



Coca-Cola Bottling Company United Opens New Facility in Chattanooga, TN



Coca-Cola Bottling Company United recently opened its \$67 million regional headquarters and distribution center in Chattanooga, TN. With the Shepherd facility's opening, Coke United now owns and operates two facilities, totaling more than 600,000 square feet combined, including the production facility at Amnicola Highway.

The Tennessee Valley Division has expanded its bottling capacity and is poised to gain additional sales and distribution territory in the Tri-State region. The new operation will distribute to customers in the Tennessee Valley, including some markets in Georgia and Alabama.

Check out this video that captures the sentiments of CCBCU employees with regard to their new facility:



Trenton Coca-Cola Bottling Honored as Large Business of the Year

Trenton Coca-Cola Bottling Company owner Peter Trombley believes the key to a successful business is support by its community. And, in turn, it's important for a business to give back to the community it serves. Recently honored as their chamber's Large Business of the Year for 2016, Trenton Coca-Cola has done that -- and more.

During its 123 years in Trenton, there have been many programs that the Company has created or supports. CCBC of Trenton has donated countless bottles of soft drinks, water, sports drinks and other vending items for fundraisers, as well as funded scholarships for students who hope to attend North Central Missouri College. Mr. Trombley expressed that this is an important part of his business and shared his pride in providing those scholarships. He added that many students have been helped, who might not otherwise have a chance to continue their education.

There probably isn't a football field or basketball court in the area that doesn't have a scoreboard containing the name Trenton Coca-Cola somewhere on it! Importantly, Trenton Coca-Cola's contribution to the community doesn't end with scoreboards. Mr. Trombley states that restoration of the bell tower at North Central Missouri College is probably his favorite. Peter shared, "It's a reminder to me of when, as a little boy, I used to come back to visit my grandfather, who lived by the college, and that bell was always ringing. So when the opportunity came up to donate to a project at the college, we chose to restore the bell tower."

Trenton CCBC was started by his great-grandfather and has been continually operated by a family member ever since. Peter's involvement came early when, as a boy, he and his brother, Tad, would visit the bottling company during the summer. Peter shared, "we would come up from Columbia to visit my grandfather and it was always such fun going into the old building and hearing the equipment run. We were just fascinated by the machinery. When you are a little boy, that's pretty cool." Peter Trombley returned to Trenton in the late 1970s and came to work at the business, making changes that would maintain their competitiveness in the market. "I learned a lot, made some mistakes, but it all ended up being good. We were able to stay in business in a rapidly changing market," he said. Some of those changes over the years, include launching Diet Coke along with other new beverages and moving away from bottling production to become a sales center for product distribution in 2004. Trombley credits his employees and his wife, Nancy, as partners in success of the business, which has grown four-fold. Peter stated, "sales are healthy and -- to continue to grow in this world, you have to welcome change."



Front Row (left to right): Frank Pagliai; Sev Barron; Howie Lynch; Duane Helmandollar; Craig Loyd; Eric Rutledge; Brandi Pipes; Nancy Trombley; Peter Trombley.

Back Row (left to right): Chuck Jones; Mike Wilcox; Dakota Stanton; Mike Suttle; Steve Jones; Ryan Trombley; Lisa McCullough

Congratulations to the Trenton Coca-Cola Bottling Company on this well-deserved recognition!

Durango Coca-Cola Bottling Honored as Business of the Year



Pictured L to R: Brad Waller (Controller); Don Mapel (President); Meredith Mapel (GM); Dave Gallegos (Sales Manager); Lisa Hayden (Accounting) with Joe Lloyd (Chamber of Commerce Member & Owner of Durango Joe's Coffee)

The Durango Chamber of Commerce honored The Coca-Cola Bottling Company of Durango as Business of the Year at its annual awards ceremony *Durango Rocks!* The evening's emcee shared some of Durango CCBC's fascinating history, noting their Centennial Anniversary in 2015 -- along with heart-warming examples of the Company's commitment to its community. Don Mapel, President and Owner of Durango was quoted as saying, "If it's good for Durango, it's good for our company."

There are too many examples to list, but some include support of Trails 2000 (local non-profit that builds and maintains trails, educates trail users and encourages connectivity on roads, paths, and trails) and support for the local cycling community; support for Durango Arts Center and the local art community as well as the Durango Adaptive Sports Association.

Meredith Mapel accepted the award and shared that the Mapel family had been part of the business for 78 of its storied 100 years and look forward to many more!

Lufkin Coca-Cola Quenches Military Thirsts in Afghanistan

A teacher from Lufkin CCBC's school district was deployed to active duty in Afghanistan last year. He had one Christmas request of his colleagues -- which was to "get his unit some Coke Zero"!

And that's exactly what his colleagues, the folks at Lufkin Coca-Cola and the local American Legion auxiliary did, delivering twenty cases of Coca-Cola Zero mini cans to his unit. Lufkin's intrepid educator and Coca-Cola Zero fan (Mark) had to get special permission and then wait until everyone was in the same place to take this picture. It appears the product achieved its objective! *It's definitely a 'keeper'!*



Coca-Cola Bottling Co. Consolidated Facility Earns Health and Safety Award

Coca-Cola Bottling Co. Consolidated's Monroe, NC, facility was recently awarded SHARP certification from the North Carolina Department of Labor. SHARP – or Safety & Health Achievement Recognition Program – honors facilities with the highest standards of work-site safety and health.

Coca-Cola Consolidated's Monroe facility was accident-free from 2012-2015 as a result of the facility's over-arching safety goals. The Company applied for SHARP certification in March 2015 and was notified by the Department of Labor in February 2016 that the Monroe facility had achieved its goal.

The Monroe facility opened in 2006 and is responsible for the refurbishment of Coca-Cola vending machines, coolers and fountain units throughout North Carolina, South Carolina, West Virginia and Virginia. The facility currently employs 80 people and revamps more than 15,000 pieces of equipment annually. By renovating existing equipment, the Company reduces operating costs, as well as the overall carbon footprint by minimizing the need to produce new equipment. *As a result of the Monroe team's unique skillset, a vending machine originally manufactured in 1990 is virtually impossible to differentiate from a 2016 machine.*

At its award ceremony, area government officials joined the CCBC Operations Team to celebrate the Company's accomplishment. Front Row (L to R): Melody Pender (Office Coordinator); Stephanie Woodberry (Supervisor Monroe Coca-Cola); Cherie Berry (NC Labor Commissioner); Frank Aikmus (Union Co. Commissioner); Cathy Poplin (Regional Scheduler Monroe Coca-Cola); Bobby Kilgore (Mayor Monroe NC); Senator Tommy Tucker (35th District NC); Representative Dean Arp (NC House of Representatives 69th District); Jared Bishop (Plant Manager Monroe Coca-Cola);

Back Row (L to R): Dennis Padgett (Sr. Risk Manager Coca-Cola); Jared Child (Risk Manager Monroe Coca-Cola); Craig Watts (Supervisor Monroe Coca-Cola); Jamie Roberts (Supervisor Monroe Coca-Cola); Ron Mahle (Monroe NC Economic Development); Gretchen Carson (Monroe NC Economic Development Team)



Bottling Ancestry and Artifacts - Atlantic Hutchinson Bottle Returns 'Home'

Coca-Cola is often a partner to special moments. This year's Spring Mainstream meeting in Palm Springs offered one of those rare opportunities to share something special with two established and well-known Bottling families -- with a long Coca-Cola history.



Kirk and James Tyler with EP and Craig Severns show off the original Hutchinson bottle from Atlantic, IA.

Craig Severns, of Coca-Cola Bottling Company of Kokomo has collected soft drink bottles for many years. He shared that "every now and then I get a bottle - that no matter how much it appeals to me, should really belong to someone else." That's exactly what happened when Craig had the luck to come by an original Hutchinson style bottle, (widely used by soft drink companies and Bottlers in the 1880s and 1890s.)

A few of the earliest Coca-Cola franchises used the "HUTCH" style bottle with the Coca-Cola script. (Many may also recall the limited edition Hutchinson bottles produced by the Company in 2007.)

Original Coca-Cola Hutchinson bottles are rare and very valuable. A beat-up, worn bottle can be worth approximately \$500. A bottle in good condition, can be worth thousands of dollars.

This particular bottle happened to be made by the Root Glass Company in Terre Haute, IN. -- the very same company that designed our iconic Coca-Cola contour bottle, still used today. This "HUTCH" bottle also bore the initials "R G CO", which stands for ROOT GLASS COMPANY, a design variation that was used only from 1901-1906. This makes Craig's bottle approximately 110-115 years old AND it was in the SAME MINT CONDITION AS IT WAS THE DAY IT WAS MANUFACTURED. Important to our story -- it also happened that the bottle displayed the engraved script from Atlantic Bottling Works in Atlantic, Iowa.

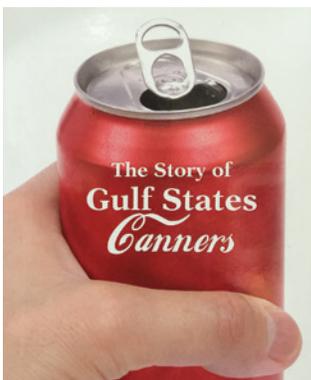
Craig felt he needed to return the bottle, to its true "home" in Atlantic, Iowa. He added that while he loved the bottle, he felt privileged to present it to Jim Tyler and his family. We think our Members will join CCBA in acknowledging Craig for his generosity -- creating a truly special and maybe, "once in a lifetime" Coca-Cola moment!

We also thought you might enjoy a peek at some of those early bottles from Craig's collection.

Last November we may have celebrated the 100th anniversary of the original Contour Bottle, however, before the arrival of that iconic trademark package - there was a succession of interesting and unique glass bottles that evolved with the beverage industry and our Coca-Cola Bottling System.



The Story of the Gulf State Cannery



The Story of Gulf States Cannery shares the story behind the creation of one of the nation's first independent beverage canning cooperatives -- Gulf States Cannery, Inc. Established in 1971, the company grew to meet the needs of major bottling companies across the South.

Today, Gulf States Cannery is the last independent bottling Canning co-op in the nation and is still located in Clinton, Mississippi, the same place it was founded. The board members of Gulf States Cannery shared the desire to commission this publication to benefit readers, historians and Coca-Cola enthusiasts for years to come. *The Story of Gulf States Cannery* is a perfect blend of history with a dose of operations training and business school. The book was written by award-winning, Mississippi based writer, Joe Maxwell through LifeStory Publishing with an introduction penned by Mississippi State Governor, Haley Barbour. Look for more about this book in an upcoming issue and how you can obtain a copy.



Congratulations to Jeff Laschen, who joined Great Lakes Coca-Cola as Chief Executive Officer last month. Jeff is a system veteran with more than 30 years of Coca-Cola system experience, most recently as Vice-President of Coca-Cola Refreshments, overseeing all sales and operations within the Midwest Division. In an internal memo, Dan Doheny, GLCCD Chairman, shared his confidence in Jeff's deep understanding of the Coca-Cola business and his ability to lead Great Lakes as the organization assumes new production capabilities and continues to expand its business.



Ryan Tate also joins Great Lakes in the newly created role of Route-to-Market Director. Ryan will work with the General Managers and Sales Directors across GLCCD to optimize how Great Lakes goes to market. **Ryan will report to Luke Emery, who was named Chief Sales Officer.** Luke will be responsible for the sales, marketing and revenue growth management for GLCCD, reporting to **Andrew Reyes, General Manager.** Andrew will report to Jeff Laschen and be responsible for all aspects of GLCCD business across the Chicago Business Unit. The Product Supply, Human Resources, and Sales teams will report directly to Andrew while the customer, marketing, RGM, and finance functions will have dotted-line to Andrew.

Please join us in extending our congratulations and support to Jeff, Andrew, Luke and Ryan.



Congratulations to **Bruce Long**, recently elected to the office of **President and Chief Operating Officer of Ozarks Coca-Cola/Dr. Pepper Bottling Company.**

Prior to being named as President and COO, Bruce served as Vice President of Marketing and Business Development. Bruce began his career with Ozarks 15 years ago, as the Corporate Convenience Manager and Corporate Marketing Manager. Before coming to Ozarks, Bruce was Regional VP of Sales at Teters Floral Products, the Head Baseball Coach at Southwest Baptist University, and a Professional Baseball Player for the Houston Astros and Philadelphia Phillies. He is involved in the community and several industry organizations including: Wal-Mart Customer Core Team, Commercial Leadership Committee (CCLT), and the Profit Revenue Growth Management (PRGM) Committee.



Please join us in extending our congratulations and support to Bruce!



Congratulations to John Sherman who has been elected to the position of President and Chief Executive Officer of Coca-Cola Bottling Company United. His election was effective on April 26, 2016, following

CCBCU's Annual Meeting of Shareholders. In his internal memo Claude Nielsen, United's Chairman and CEO shared that he looked forward to continuing to serve as Chairman of the CCBCU Board of Directors and that additional information will be forthcoming as the organization continues its succession planning. Claude noted John's 38 years of system experience and deep understanding of United's operating model and passion for our business. He shared "I have been privileged to work closely with John for many years and observe his strong work ethic, unwavering integrity, sound judgment, effective leadership and his capacity to celebrate and share success. I am personally and professionally very pleased and gratified with the Board's action." **Please join us in extending our congratulations and support to John.**

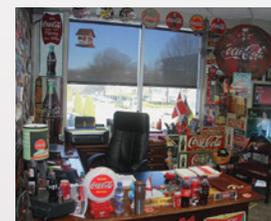


Coca-Cola Bottling Co Consolidated welcomes new Senior Vice President of Public Affairs, Communications and Communities, **Kimberly Kuo.** Kimberly will oversee external and internal communications, federal and state government affairs, and community engagement efforts. Kimberly was previously CMO at Baker & Taylor and VP of communications and advocacy at CTIA (**Cellular Telecommunications Industry Association**), where she served as spokesperson and led messaging and media relations.



This also acknowledges the **retirement of Lauren Steele, who retires at the end of April after 34 years with the Coca-Cola System!** Hank Flint, President & COO of Coca-Cola Consolidated and CCBA President stated in a recent press release, "Lauren is well-known for his passionate and effective advocacy for our brands, our industry, our company, and our employees."

The Bottling Line thought everyone would enjoy seeing some pictures of Lauren's office -- once featured in a past Wall Street Journal story!



Please join us in welcoming Kimberly to the System AND congratulating Lauren on his retirement!



Coca-Cola Bottling Company of Emporia welcomes Gary Ziegler.

Gary joined Coca-Cola Bottling Co. of Emporia late last year, from Crown Distributors in Topeka, Kansas. As Sales Operations Manager, Gary is responsible for all CCBC of Emporia's sales and marketing.

With deep roots in the industry, Gary is exceptionally committed to building outstanding customer relationships through service and integrity. He is also a strong team builder within the Emporia sales organization. **Please join us in welcoming Gary to our Coca-Cola Bottling community!**



Congratulations to Hardy P. Graham Sr., who recently celebrated 45 years of service with Meridian Coca-Cola Bottling Company and Hardy P. Graham Jr., who has been appointed President.

Forty five years is actually a 'drop in the Coca-Cola bottle' at Meridian – where Jean Mason, the Office Manager as well as Treasurer, Richard James – together, boast more than a 60 year tenure! According to Mr. Graham's son, Hardy Jr, "it makes my 24 years here, seem pretty short term." It certainly looks like Hardy Jr. will be around awhile! Hardy Jr. has quite literally grown up in the business and is looking forward to continuing the positive performance and success Meridian is known for.

We know you join us in congratulating Hardy P. Graham Sr. on this special milestone, Hardy Jr. on his promotion as well as the entire team at Meridian Coca-Cola for tenure and dedication that is hard to match!



**Springfield Business Journal Highlights
"12 People You Need to Know in 2016"**



...And one of them was our own Cookie Rice! Scan the code to read the full article:



You may already know that John Schaefer has retired from Ozarks Coca-Cola / Dr Pepper Bottling Company. He began as a part-timer in 1973 shortly after graduating from High School. Then, after graduating from the University of Cincinnati, John began his formal career with

The Coca-Cola Company (CCUSA) as a Field Execution Manager. He progressed over the years in general management with Coca-Cola Enterprises before joining Ozarks Coca-Cola/Dr Pepper Bottling Company in 2001.



John's leadership has driven performance and effectively positioned Ozarks Coca-Cola for its recent expansion. John was an active participant in CCBA forums and a strong advocate for CCBA. We'll miss seeing John at Company and CCBA meetings and we know you **join us in congratulating him on his retirement and thanking him for his service to our system.**



John and his wife Julie, where they will be spending more time now!

In Memoriam

We know you join CCBA in sharing condolences...



George Richard Zender
Coca-Cola Bottling Company of Fergus Falls
February 22, 1932 – January 29, 2016

Mr. George Zender, 83, of Venice, FL and Battle Lake, MN, passed away peacefully, at the Sarasota Memorial Hospital, with his wife Phyllis Jean (Strand) Zender and their children at his side.

George pursued a life-long passion of working in the soft drink business and owning his own soft drink company. After moving to Fergus Falls, MN in 1962, he followed his dream -- beginning with 7UP, and eventually purchasing the area Coca-Cola franchise. Mr. Zender grew Coca-Cola Bottling Fergus Falls, Inc. into a multi-brand soft drink company, distributing products throughout west-central and north-western Minnesota. The Coca-Cola brand was always the "Real Thing" in George's eye. The brand was the pride of his company. For decades, the familiar Coca-Cola red and white colors were prominent at local parades, in area gymnasiums, and at various events and attractions in the Fergus Falls area. Generations of youth across the community got their start working at the "Coke Plant" and George and Phyllis were strong and gracious supporters of area sporting events, teams and other community projects. After selling the company in 1999, George and Phyllis retired, and split their time between their lake home on West Battle Lake, MN and Venice, FL.

Everyone that knew Mr. Zender, loved and respected him. His obituary summed it up with the warm phrase – "He will be truly missed, and remembered by all with A Coke and a Smile." George is survived by his wife, Phyllis Zender; his seven children and a large extended family.

In Memoriam

We know you join CCBA in sharing condolences...



Carl M. Vogel

Jefferson City Coca-Cola Bottling Company

March 7, 1955 - April 14, 2016

Carl M. Vogel, 61, of Jefferson City, Mo., passed away Thursday, April 14, 2016, at Barnes-Jewish Hospital surrounded by his loving family.

A lifelong resident of Jefferson City, Carl began full time employment in the family business, Jefferson City Coca-Cola Bottling Company, in 1978, after graduating from the University of Missouri, Columbia campus with a bachelor's degree in business administration. He was proud to be the fourth generation family member working at the company, which was established in 1892 and began distributing Coca-Cola to central Missouri in 1905. Carl was named President in 1983. He also was excited to see fifth generation family members join the company -- as well as his son Jake, who recently succeeded him as President of the family owned business.

Carl was an active participant with the Missouri Beverage Association as well as the Coca-Cola Bottlers' Association. He was dedicated to his community and doing everything possible to make his community a better place to live -- a goal he most certainly fulfilled. Carl will be remembered by the numerous fundraisers throughout central Missouri in which Coca-Cola participated; as well as his leadership and engagement with many community and charitable organizations and foundations. This included -- but was not limited to -- the YMCA, Central and Northern Chapter of the American Red Cross, Lions Club, Rotary Club, the Boy Scouts, the Knights of Columbus, local schools, the Salvation Army and United Way, as well as the American Legion and VFW. Carl currently served as a board member of Central Bank of Jefferson City and was a past chairman of the Jefferson City Chamber of Commerce, receiving numerous awards and recognition. Carl also served two terms as a commissioner for the Jefferson City Housing Authority.

Carl transitioned from community service to public service in 1991, after being elected to the Missouri House of Representatives. He served in the House for twelve years before he was elected to the Missouri Senate in 2002. Carl was Chairman of the Senate Ways and Means committee during his entire service in the Missouri Senate and completed his elected public service in December, 2010. During his 20 years in the Missouri General Assembly, Carl received many honors and acknowledgements. He also had near perfect attendance to every Missouri National Guard soldier deployment and homecoming ceremony he was invited to. Carl was truly committed to soldiers and their families for their sacrifices.

Carl is survived by his wife of 36 years, Kimberly Grice Vogel; son, Jacob Lloyd Vogel of Jefferson City; daughter, Kristen Rose Vogel of Brooklyn, New York and a loving extended family.

Carl and Kim's legacy is the pride they share with Jake's service to the United States Army with four overseas deployments and Kristen's volunteer service in Uganda for three years then returning to law school. His greatest regret is he will not see the weddings of his children and not be able to spoil his grandkids.



Jack Zook

April 24, 1936 -- March 22, 2016

Mr. Jack Zook passed away peacefully on March 22, 2016. Jack had been managing issues with his heart for many years until his big heart finally gave out.

Jack began his business career in 1958 and continued in the soft drink industry for 56 years, semi-retiring in December of 2014. His journey began with the Coca-Cola / 7-UP Bottling Company of Mason City, IA, where Jack worked and learned for 22 years. He then joined Lang Sales (a distributor for the soft drink industry), for 8 years before joining Western Sales, the purchasing co-op for Coca-Cola Bottlers for another 26 years. In addition to his soft drink career, Jack and his family started Monroe Storage in 1992. He enjoyed going to work and did so every day, until his last health episode on Memorial Day, 2015.

Jack & his wife, Marilyn enjoyed traveling to every state in the United States, as well as several trips overseas and many cruises. While Jack's favorite trips were the cruises he took with his entire family, he'll be remembered by many in our System for establishing the forerunner of the Spring Bottler Mainstream meeting in Palm Springs, California! Jack effectively conducted his annual business meeting for Western Sales where he also vacationed! The location and the meeting was always a high point for Bottlers and Coca-Cola Company executives who attended. Over the last ten years Jack & Marilyn included their entire family with them during the Palm Springs meeting, where many great memories were made.

His family would like to thank everyone for the kind words many of you have shared about their Dad. Bottlers of Coca-Cola were a very important part of his life and he used to tell people he was born with "Coke in my blood".

Jack is survived by his wife Marilyn, three of their four children, numerous grandchildren and great grandchildren, along with a large extended family.

Member Resources

JOIN the Employee Voluntary Benefits Program from CCBA



Strong employee benefit programs help retain the talent needed to succeed in today's competitive business environment. CCBA offers high quality, cost-effective programs with scaled-pricing and other service benefits that would be impossible to duplicate for each Member's individual business.

CCBA's newest program provides employee voluntary benefits and is exclusive to CCBA Members and affiliated bottlers and distributors. This new program offers your employees a special opportunity to enroll in certain voluntary benefits on a guaranteed issue basis.

These plans provide protection above and beyond your employees' medical insurance which can help employees manage the high costs of serious illnesses and injuries. Your employees will not be turned down regardless of their medical history if they enroll during the initial enrollment period. Employees save money and get better coverage!

If your ownership is interested in offering this program to your employees, please review the program options available to employees via your CCBA website and speak with your CCBA Benefits Representative to learn more about how to get your ownership set up.



Also, if you are an individual interested in exploring these great benefits, please check with your employer to see if your Company is participating in the program. Once you have confirmed your employer is participating, you may proceed and begin reviewing more detailed information.

For more information, contact Ann Burton at 678-539-2302 (aburton@ccbnet.com)

2015 Risk / Financial Management Seminar Highlights



The Fall Risk/Financial Management Seminar was held from November 18 – 20th in the beautiful city of New Orleans. This CCBA sponsored forum is designed to address topics targeted to Member needs. A sampling of the Fall Session agenda included an update and overview of regulatory compliance issues related to group health plans as well as key updates on market economics, OSHA, transportation law, employment law, beverage related legislation and crisis response. The panel discussion on the growing issue of cyber risk with industry experts was also well attended and an engaging part of the meeting.

And, this is just a sampling. The Risk / Financial Management Seminar is open to all Bottlers and provides an excellent opportunity to collaborate with fellow Members, industry colleagues and experts on topics unique to your business. We encourage you to consider attending this valuable session!

The presentations and reference material from this seminar is also available on your CCBA website.

You will need to log in with your password to view this content.

(Website: Home>CCBA Membership>Member Forums & Events > Fall Risk Management> Presentations)

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



Lock In Your Fuel Rates Now!

If you missed the teleconference on CCBA's Fuel Hedging Program in March, here is what you need to know:

- This program protects you against market volatility by enabling you to lock in your fuel price. The program covers diesel and / or unleaded fuel.
- The program helps you budget accurately – by hedging your fuel, you can predict your fuel cost up to 2 years out!
- You continue to purchase your fuel just as you do now. The program works like an insurance policy – you have a contract and if fuel goes above a certain level, you will receive a monetary settlement.

More information is also available on your CCBA website: (You will need to log in with your password to view this content.)

With fuel prices low, but starting to move upwards, now is the perfect time to explore this program. Avoid the risk of adverse market moves – for more information, contact Ann Burton at 678-539-2302 (aburton@ccbnet.com)



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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.