



the BottlingLine

Issue No. 331 • Fall 2017

2017 Schedule

CCBA Fall Risk / Financial Management Forum
Scottsdale, AZ
November 8-10, 2017

CCLT Meeting
November 7-10

Fall Mainstream Meeting (No WebEx Call)
October 17-19

CCBA Mainstream WebEx Call
December 19

2018 Spring Mainstream Meeting
Palm Springs, California
February 15-16, 2018

Check the CCBA website for schedule updates



BECOMING THE 21ST CENTURY BEVERAGE PARTNERSHIP MODEL

Coca-Cola Bottlers in North America continue to build and partner with The Coca-Cola Company and each other to shape our system for long-term success, while making Coca-Cola history. Below are highlights of key transactions since our previous article. Be on the lookout for a formal wrap-up of this exciting work with our year-end issue.



- **ABARTA Coca-Cola Beverages (ACCB)** has acquired 12 sales and distribution facilities with territories across Pennsylvania. ACCB already handles sales and distribution in the Lehigh Valley, Downingtown (PA) and Cleveland, Ohio. In addition to its acquired territories in Pittsburgh, Greensburg, Ebensburg, Harrisburg, Lancaster, Reading, DuBois, Milton, Mt. Pocono, (PA) and Fairmont, West Virginia; Abarta now includes distribution facilities in Houston and Erie, Pennsylvania. With this expansion, Abarta Coca-Cola has tripled in size, growing from roughly 550 employees to more than 1,500 along with anticipated corresponding growth in projected volume.
- **Durham Coca-Cola Bottling Company** officially expanded into Sanford, as well as Roxboro and Henderson, NC.
- **Corinth Coca-Cola Bottling Works** has completed territory expansion into Central and Northeast Arkansas and the Missouri Bootheel. The addition of this territory expands Corinth's footprint by almost 40 percent and increases its employees by almost 15 percent. This is Corinth's third expansion.
- **Coca-Cola Bottling Company of Northern New England** has closed its transaction to acquire territory across eight states in the Northeast, including all of New England, upstate and western New York, and a portion of Pennsylvania. CCNNE will now own and manage operations in several metropolitan areas, including Boston, Massachusetts, Providence, Rhode Island and Hartford, Connecticut; as well as Buffalo, Rochester, Syracuse, and Albany, New York. In addition to its legacy footprint that includes a state-of-the-art manufacturing center and ten sales and distribution centers around the region, CCNNE will add two manufacturing plants and 19 distribution centers that were formerly part of Coca-Cola Refreshments (CCR), a subsidiary of The Coca-Cola Company. CCNNE has grown from 1,380 to almost 4,000 associates, and expects to sell 55 million more cases of beverages annually as a result of the expansion, bringing total volume to about 82 million cases per year. CCNNE will have manufacturing facilities in Londonderry, NH, East Hartford, CT, and Needham Heights, MA.



Hager Rand, Durham Coca-Cola and Sanford Mayor, T. Chet Mann cut the ribbon to officially open Durham CCBC's Sales and Distribution Center in Sanford, NC.

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Becoming the 21st Century Beverage Partnership Model.....

(continued from page 1)



- **Coca-Cola Bottling Co. Consolidated** completed acquisition of distribution territories in and around Memphis, Tennessee, including portions of northwestern Mississippi and eastern Arkansas; as well as Spartanburg and Bluffton, South Carolina in exchange for transferring distribution territory in Florence, Alabama, south-central Tennessee and Laurel, Mississippi. Consolidated also acquired distribution territory in central and southern Arkansas in exchange for transferring distribution territory in parts of southern Alabama, southwestern Georgia, southeastern Mississippi, northwestern Florida and Somerset, Kentucky. Manufacturing facilities in Memphis, Tennessee and West Memphis, Arkansas were acquired in exchange for transferring a manufacturing facility in Mobile, Alabama.
- **Swire Coca-Cola, USA** completed its acquisition of distribution and production facilities in Arizona, Washington, Oregon and Idaho. The agreement builds on Swire Coca-Cola's growing footprint in the US, operating in 13 western states. This transaction increases Swire Coca-Cola's workforce by more than 600 employees.
- **Coca-Cola Bottling Company UNITED** culminated a four-year expansion with the acquisition of 10 new sales and distribution territories, as well as a production facility. The new territories include Florence, Leroy, Mobile and Robertsedale, Alabama; Bainbridge, Columbus and Sylvester, Georgia; Laurel and Ocean Springs, Mississippi; and Panama City, Florida. The production facility is in Mobile, Alabama. UNITED had already completed its acquisition of territories and bottling operations in metro Atlanta and north and central Georgia, including Athens, Dublin, Gainesville, Jasper, Lawrenceville, Macon, and Rome, plus two bottling plants in College Park and Marietta. This expansion has more than tripled the overall size of UNITED and added thousands of new associates to its family. UNITED also plans to invest more than \$9 million in infrastructure, facility improvements and fleet throughout these new territories.
- **Great Lakes Coca-Cola Bottling, (GLCC)** completed the transaction for its Grand Rapids, MI production facility. Additionally, the parent company of Great Lakes Coca-Cola, Reyes Holdings LLC, entered into a Letter of Intent with TCCC to assume territories in California and Nevada, including the major metropolitan markets of Los Angeles, San Francisco, San Diego and Las Vegas, along with three bottling operation facilities. With the addition of these territories, Reyes Holdings, based in Rosemont, IL, will serve as a Coca-Cola Bottler across eight states.
- The **Ozarks Coca-Cola Bottling Company** completed its transaction for territory in Northwest Arkansas and Vinita, Oklahoma.
- New Bottler, **Liberty Coca-Cola Beverages LLC**, will be led by Coca-Cola Refreshments executives Paul Mulligan and Fran McGorry. Fran and Paul are working towards the acquisition of territories that include metropolitan New York, Philadelphia, most of the state of New Jersey and part of Delaware; as well as four production facilities. When the transaction is complete, Liberty Coca-Cola Beverages will include production facilities in Philadelphia, Moorestown, NJ, Maspeth, NY, and Elmsford, NY.
- **Heartland Coca-Cola Bottling Company** completed its transaction for a 231,332-square-foot production facility in St. Charles, MO.

The Coca-Cola System in North America is indeed achieving its "System of the Future" model of economically aligned bottling partners that have the capability to serve major customers, coupled with the ability to maintain strong, local ties across diverse markets in the United States and Canada.

Currently, 100% of the U.S. territory of CCR is under agreement. The Coca-Cola Company also has reached definitive agreements or signed letters of intent for all 51 cold-fill production facilities in the United States.





Highlights from the 2017 CCBA Annual Meeting of the Membership

We hope you enjoy these photos and highlights of the 2017 Annual Meeting, hosted by your Coca-Cola Bottlers' Association. This year's CCBA meeting theme - "The Secret Formula is People" - acknowledges and celebrates our collective Bottling employee community across the Coca-Cola Bottling System.



Association Executive Director, John Gould greeted Members, with CCBA President Trevor Messinger. Trevor opened the meeting with a video dedicated to US Bottlers of Coca-Cola before John followed with a comprehensive Member update.



Trevor Messinger, Tura Synhorst and Trask Messinger of Coca-Cola Bottling Company High Country pose with their centennial award.



Ray Reddick, VP Supply Chain, Justin Bridgeman, Rick Frazier, President & Chief Operating Officer and Kevin Shea, Chief Customer Officer show off Heartland Coca-Cola's official CCBA Certificate of Membership.



Mark Schortman, President and CEO of Coca-Cola Southwest Beverages with John Gould display the official CCBA Certificate of Membership for Coca-Cola Southwest Beverages.

Scan the QR codes below to read the full article, view stage videos and more photos of the meeting and the reception!

Full Article



Videos



Photos



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Highlights from the 2017 CCBA Annual Meeting of the Membership.....(continued from page 3)



Impressive Milestone: 80 years of service - "Thank you Mr. K!"

Before closing day one, John shared an uplifting story about a unique milestone – a gentleman who has been working in our System 80 years! **Mr. Fred Kirkpatrick** has been working at Coca-Cola Bottling Company of Fort Smith since November 1st, 1937. To share our System's appreciation for Mr. K's service, John, with Charles Norton (CCBA) recorded a congratulatory message from our audience to Mr. Kirkpatrick - **thanking him for 80 years of service!**

As it turns out – there was another youngster in our audience, celebrating his own impressive employee milestone. **Mr. Richard James** celebrated his 61st year working with Meridian Coca-Cola. ...He is now going for Mr. K's record!



Richard James



Tullahoma's Eddie Penick, Don Winningham and Jordan Ennis with Randy Mayo (Winfield/Sooner)



Bruce Long (Ozarks), Will Kline (CCNA) and John Otterbeck (Atlantic)



Mark Francoeur (CCNNE), TJ Herauf and Jess Lehman (Dickinson) with Bill Dickerson (Williston)



Mark Francoeur (CCNNE), Kimberly Kuo (CCBCC) and Susan Neely (ABA)

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Highlights from the 2017 CCBA Annual Meeting of the Membership.....(continued from page 4)



Kimberly Kuo (CCBCC) and Sally Hargis (Ozarks)



Albert Clark (Clark) and Kenneth Wilson (Nashville)



Erika Noonburg-Morgan (CCBF) and Suzy Higginbotham (CCR)



GJ Hart of California Pizza Kitchen addresses Members

The meeting closed with two very special presentations from **GJ Hart**, CEO of California Pizza Kitchen and **Mike Abrashoff** retired Naval Commander and author of *It's Your Ship*. Each speaker offered perspective and salient advice on leadership with considerations for developing an organizational culture that focuses on people.

Both GJ Hart and Mike Abrashoff helped to elevate our thinking and reinforced the meeting theme -- that **our secret formula is truly – our people!**



Retired Naval Commander, Mike Abrashoff, shares what he learned about leadership with his remarkable story about the USS Benfold

Mike's leadership program, known as **FUEL**, (Fast, Unparalleled, Executable, Leadership micro-assignments) is a unique virtual learning experience that guides you through the same process and roadmap Mike used to transform USS Benfold from 'worst to first.' FUEL is packed with videos, messages from Mike; articles; worksheets; tools and tactics designed to help you build the capability to empower every individual to share in the responsibility of achieving excellence. If you have not already checked out this resource -- scan the code to 'test drive' FUEL.

If you enjoy the 'test drive', you can sign up for the **complete training, offered with a 20% CCBA discount.**



Congratulations to the winner of the coveted President's Award for Quality Excellence! This year's winner was Coca-Cola Beverages Florida.

The Coca-Cola Beverages Florida team poses with Sandy Douglas for a photo on stage with their award.



THE MARKET STREET CHALLENGE

Congratulations to the overall winner, **Corinth Coca-Cola Bottling Group!**

A Tiffany-designed trophy and specially commissioned Steve Penley painting will be proudly displayed in the corporate offices of Corinth Coca-Cola Bottling Group in Corinth, MS during the coming year.



Congratulations to the Corinth Team for winning the 2017 Market Street Challenge!



Corinth Coca-Cola Bottling Group executives Kenneth (from left), Ken, Martin and Sandy Williams receive the Tiffany & Co. designed trophy in Atlanta after winning the 2017 Market Street Challenge.



Congratulations to the 2017 Market Street Challenge award **Finalists:**



And Congratulations to our 2017 Market Street Challenge **Execution Award winners!**

- Deming Coca-Cola Bottling Company – Highest Execution Index
- Coca-Cola Bottling Company of Butte – Most Improved Execution Index
- Coca-Cola Bottling Company United – Most Improved Share of Visual Inventory
- The Coca-Cola Bottling Company of Northern New England – Most Improved Portfolio Availability
- Swire Coca-Cola USA – Most Improved In-Store Activation

Coke Museum Welcomes Visitors in Corinth, MS



The Corinth Coca-Cola Museum ribbon cutting at 601 Washington Street, in downtown Corinth, drew a large crowd! Corinth's President Kenneth Williams, led the opening ceremony, introducing Corinth's Chairman of the Board,

and also his brother, Sandy Williams. Sandy shared stories about the museum's collection of unique items that includes gifts from family and friends, as well as purchases over the course of 40 years.

As guests made their way through the museum, their comments left no doubt that the memorabilia transported people of all ages into fondly remembered, nostalgic places. From the 1929 International Coca-Cola delivery truck, to the wood barrels that once held Coke syrup, to the 1950's

Coca-Cola radio cooler and the display of bottles tracking the progression of the distinctively-shaped, iconic Coke bottle, all helped to create a rich experience for any visitor. An interpretive panel shares the story of Coca-Cola nationally, worldwide and locally, with two informational, interactive touch screens that further enrich the experience.

This unique museum is free to the public and open during the same hours as Corinth Coca-Cola. There is controlled access -- visitors push a button and wait for someone to let them into the museum. Once inside, the experience is self-directed.



CCBC Kokomo Helps to Create Unique Experience for Area Students



Bottling Company of Kokomo, Indiana



Kokomo Area Career Center business student (KHS junior) Seth Johnson discusses inventory with Jim Eads, warehouse manager for Coca-Cola Bottling Company of Kokomo, during a job-shadowing experience.

Over the past year, CCBC Kokomo and the Kokomo Area Career Center (KACC) developed a unique partnership by offering students in their community an opportunity to engage in a wide variety of different business experiences within its Bottling Company. KACC educates students from seven different regional high schools in areas such as: business management, marketing, healthcare, automotive, welding, video production and digital design. CCBC Kokomo was able to share what a career in business, sales, warehouse, and other areas of our beverage business actually involves; enabling a student to be more informed as they decide on a career path.

The program really came to life when CCBC Kokomo partnered with fairlife and focused the internship program / project on a business opportunity in their market. Through this partnership, fairlife, Coca-Cola Kokomo and the KACC created a marketing strategy to grow the Core Power brand. The goal for the Kokomo business and marketing student

interns was to create a Customer sales presentation as well as provide data from surveys and input gathered on Core Power from their peers. The goal extended to formally creating a professional media campaign that included digital photography and printing, offering students an opportunity to apply their business and marketing, sports marketing, video production, digital photography, graphic design and media learning in a live business environment.



The students achieved their goal, generating excitement and exposure for the Core Power brand in local schools and other FSOP and CR outlets. Their work grew the brand and created a lasting impression with consumers to build and maintain brand loyalty. And – think-

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CCBC Kokomo Helps to Create Unique Experience for Area Students.....(continued from page 7)



Bottling Company of Kokomo, Indiana

ing ahead and "outside the bottle," the team is already planning ways to share this success with area healthcare facilities to continue Core Power's growth trajectory. We're calling this a 'best practice' in the best possible way!

This past summer, when the campaign was successfully completed, CCBC Kokomo and the student intern team were invited to the fairlife headquarters in Chicago to present their work to fairlife CEO, Steve Jones. This was an actual pitch to the company that elicited real feedback with questions from the management team and gave students the opportunity to engage in dialogue and provide answers. During their presentation, the students shared how they educated other students, parents, and high school



staff on the nutritional benefits of Core Power, which led to Core Power being offered to student athletes post-workout. At the end of the presentation, Jones presented the Kokomo Area Career Center with a donation of \$500. He also shared how impressed he

was by the students' work, and that he looked forward to continuing this strong and mutually beneficial internship program.

CCBC Kokomo provided a unique and meaningful business experience for the students at KACC. The students ultimately applied what they learned in the classroom and were able to experience the process and see the results of their work. Coca-Cola Bottling Company Kokomo, fairlife, and Kokomo Area Career Center (KACC) have already selected a student intern for this fall's semester, to continue to expand the work the previous interns accomplished.



NOTE: KACC does not profit from students' work but does accept scholarship donations and internship opportunities. For more information on how CCBC Kokomo implemented this program contact Mike Fox (mfox@cckokomo.com) or Brandon Bishop (bbishop@cckokomo.com).

Coca-Cola UNITED Invests \$5 Million in New Valparaiso Facility



In late September, Valparaiso Coca-Cola, a sales center of Coca-Cola Bottling Company UNITED ("UNITED"), dedicated its new \$5 million sales and distribution center located at 647 Valparaiso Parkway in Valparaiso, FL.

The 24,000 square foot facility, which includes a distribution center, warehouse, fleet maintenance center and administrative offices, will serve Okaloosa and Walton counties in Florida, as well as Florala in Alabama.

"Today's celebration and this beautiful new facility reinforces our commitment to our associates, our customers, our consumers and this community,"

- John Sherman, President and CEO of Coca-Cola UNITED

This larger and more efficient distribution center will enable Valparaiso Coca-Cola to provide an even greater level of customer service to its more than 1,600 retail and on premise customers in Okaloosa and Walton counties in Florida and Florala, Alabama. The facility will deliver three million cases of non-alcoholic beverages annually to refresh over 267,000 consumers.

Following the official ribbon cutting outside the new facility, the attendees gathered inside the building for remarks by city officials from Valparaiso and Niceville, representatives from the local Chamber of Commerce, and executives from Coca-Cola UNITED. **Scan code to see media coverage.**



Tullahoma Opens New Sales and Distribution Branch



Coca-Cola Bottling Works of Tullahoma



Jordan Ennis smiles with his Mom, Sandy after the official ribbon cutting ceremony

Coca-Cola Bottling Works of Tullahoma opened a new 50,000 square foot Sales and Distribution facility for their Tullahoma Branch in May. This facility addition enables the Tullahoma team to optimize and reconfigure the location of their internal corporate staff, production operations, and sales and distribution functions. In the past 18 months, CCBW of Tullahoma has almost doubled their production...and they look forward to continued growth!



An Eye toward the Future...

Coca-Cola Consolidated continues to invest and improve facilities across its territories.



In addition to its Charlotte headquarters, Coke Consolidated has 12 manufacturing facilities, and 86 distribution and warehouses spanning its 16-state footprint. Here is a snapshot of the latest news from CCBCC as it continues to invest and upgrade its facilities to serve its Customers and Consumers.

Major Investment into Baltimore Production Facility

A \$10 million upgrade has added new can lines to the Coca-Cola plant in Baltimore. The plant, located at 701 N. Kresson St. in east Baltimore was purchased in 2016 by Coca-Cola Bottling Co. Consolidated, which also bought a production plant in Silver Spring, Md. Coke Consolidated has made \$10 million in upgrades to the 154,000-square-foot Baltimore plant, including the addition of a new can line that is capable of bottling 7.5-ounce mini soda cans and 12-ounce "sleek" can products, such as Coke, Diet Coke, Sprite and Coke Zero Sugar. Altogether, Coca-Cola Bottling Co. Consolidated has 10 bottling and distribution facilities in Maryland with 1,720 employees.

New North Carolina Facility Will Drive Momentum and Add Quality Jobs

Coke Consolidated announced plans for a new 135,300-square-foot facility at the McConnell Center in Greensboro, with plans to add new jobs and invest \$4 million into the operation. The new facility will handle equipment services, distribution, trucking and sales and be "more than double the size" of the current location on

Capital Drive. CCBCC will close the Capital Drive facility, moving all 230 employees located there to this new location. The operation is expected to be up and running by the end of the first quarter (2018), distributing cases of Diet Coke, SmartWater, Sprite, Coke Zero and Dasani products throughout the Triad region. "Our company was founded in Greensboro in 1902, so the city holds a special place in our hearts," said Kimberly Kuo, senior vice president of public affairs for Coca-Cola Consolidated.

Ongoing Expansion - New Facilities Come to Life



Frank Harrison, chairman and CEO of Coca-Cola Bottling Company Consolidated, chats with an employee at the new 305,000 square foot sales and distribution center in Louisville, KY.

The once-vacant building has been transformed into a state-of-the-art sales and distribution center for CCBCC, representing a \$12 million investment. Louisville is another part of the ongoing expansion of Coca-Cola Consolidated. (CCBCC closed an outdated facility on Hill Street in Louisville and moved 350 employees to the new sales and distribution center.)

Driving Rapid Growth at Coca-Cola Beverages Florida

Coca-Cola Beverages Florida is encouraging its employees to think like owners as the company moves from its initial 'transaction' phase into its second 'transition' phase of growth. Coca-Cola Beverages Florida has tripled in size since the start of this year, adding production facilities and distribution territories in north and south Florida and to the central Florida operations it had when it launched just two years ago. The company has rapidly become one of the largest privately owned businesses in Tampa Bay, with an estimated \$1 billion in revenue. CCBF now has a statewide footprint, and is one of the largest Coca-Cola Bottlers in the United States.



CEO of Coca-Cola Beverages Florida, Troy Taylor and President, Reginald Goins

In an interview this past May, with the Tampa Bay Business Journal, CCBF Chairman & CEO, Troy Taylor, and President, Reginald Goins talked about the Company's overall business strategy while sharing how Coca-Cola

Florida is capitalizing on new routes to market through its "make-ready" facility in Orlando.

E-commerce is here and is being integrated into the food and beverage retail landscape in varying ways. While still somewhat new to our Bottling system, Coca-Cola Florida believes e-commerce is an important part of our future and partnered with The Coca-Cola Company to become more involved in this growing route-to-market.

CCBF's Orlando facility, in addition to being a site for servicing equipment, now also serves as a hub for Coca-Cola Florida's e-commerce operation. The hub delivers Coke products to Amazon warehouses for delivery under the Amazon Fresh and Amazon Prime Now programs, and provides beverages for Uber Eats. Coca-Cola Florida is also working with brick-and-

mortar retailers such as Publix Super Markets and Walmart, which have their own "click and pick up" programs, to ensure beverages are appropriately stocked.

Coca-Cola Florida's transition phase is largely focused on their workforce. CCBF hired hundreds of people — 200 associates in Tampa alone — and has put a management structure in place designed for a larger organization, promoting six leaders to senior vice president or vice president roles. Coca-Cola Florida now has 5,000 employees, most who previously worked for The Coca-Cola Company.

"We have a workforce that's used to working for a large multinational corporation. Now they're transitioning to a medium-size company that needs to focus on the bottom line," said Goins, who worked for Coca-Cola Co. for 16 years before he started Coca-Cola Beverages Florida. "Focusing on the bottom line is what a bottler needs to do and what we are coaching every employee to do. We have to make sure everyone is looking at it from an operator's standpoint."

In the interview, Goins shared that the third phase of the company's growth will be transformation. "We want to be the best Bottlers in the world," he said. "We will be taking ideas shamelessly from all over the world and implementing them with technology that will transform us into a world-class organization."

Over the past several months, CCBF announced management appointments and promotions to help ensure that the Company will have the right structure and alignment to grow profitability and drive operational excellence as it serves more consumers, customers and communities throughout the Sunshine State.

Scan the code to view recent appointments/promotions at Coca-Cola Beverages Florida and learn more about their leadership team:



Mahalo Maui Soda & Ice Works for sharing your new logo.



Great Lakes Coca-Cola will be doing business under the new name of Great Lakes Coca-Cola Bottling, to reflect the full scope of its business through their company name and logo. You will see the new name and updated company logo start to be used immediately.

Trenton Coca-Cola Bottling Company created a Facebook page. Let's Like!



Please... Stay in Touch!

Our System is growing and changing in many ways! If you re-design your logo, create a Facebook page or website, move to a new address, or have other news to share, please let us know. Email us: coca-colabottlers@cbanet.com



Jamie Harris is More than Just a 'Numbers Guy' AND Recipient of Charlotte's CFO Lifetime Achievement Award

Jamie Harris, Coca-Cola Bottling Company Consolidated's former CFO and now Executive Vice President, received this year's Lifetime Achievement Award at Charlotte Business Journal's ninth annual CFO of the Year awards ceremony.



Jamie has led a five-year project to gain territory throughout the Southeast, Mid-Atlantic and into the Midwest for CCBCC. Over eight years, Consolidated's net revenue has grown from \$1.5 billion to \$3.4 billion. "We've grown so much as a company from geography to employee base to revenue levels while performing well," Jamie says. "It's rewarding to work for a company that wants to win in a high-integrity way and serve the community we work in and serve our employees for the next generation."



Jamie's advice for those new to finance -- "Become a holistic business leader. No matter how big or small the company is, you've got to understand how the business works and have a relationship with all parts of the company. If you don't do that you are not giving yourself as much opportunity for success, and you are not giving it to the company either. The role of the CFO has evolved to being a holistic business leader engaged from end-to-end."



On behalf of CCBA and its Members -
Congratulations Jamie!

Edwin 'Cookie' Rice Honored as One of Springfield Business Journal's "Annual Men of the Year"!



Last month, an independent panel of judges and the Springfield Business Journal honored 20 businessmen during its "Annual Men of the Year" luncheon. The award recognizes the professional, philanthropic and civic contributions of men from across southwest Missouri.

On this list, was our own Edwin "Cookie" Rice, Jr., of Ozarks Coca-Cola/ Dr Pepper Bottling Company. There may be no bigger fan of Coca-Cola products than "Cookie."

He's the Chairman Emeritus and CEO of Ozarks Coca-Cola/Dr Pepper Bottling Co. and has worked in every aspect of the business over the course of his 64 years with the company.

In 1920 the Rice family became one of the original Bottlers that entered an agreement for the right to hold the Coca-Cola franchise in perpetuity. Under the Rice family's leadership and direction, Ozarks Coca-Cola Dr Pepper Bottling Co. now employs approximately 500 people, provides production, warehouse, delivery and equipment services, manufactures products in Springfield and operates sales centers in Springfield, Bolivar and Rolla.

The bottling company Cookie watches over today has been run by three generations. More than six decades has given Rice time to rack-up professional accomplishments and grow the company. In an interview with the Springfield Business Journal, he shared that he has carried on the business values set by his father, which includes treating associates with courtesy and respect, while encouraging them to exceed customer expectations. Ozarks Coca-Cola/Dr Pepper has also expanded its franchise territory with the acquisition of new markets from The Coca-Cola Company.

Cookie has served as an Officer and ultimately as President of The Coca-Cola Bottlers Association. He also served on the Board of Directors for both the Coca-Cola Scholars Foundation, and the American Beverage Association.



Cookie added "Our family of employees includes multiple members and generations of families – we have an average tenure of 11 years. Many retire from Ozarks Coca-Cola with 30 to 40 years of service, which is a great source of pride."

On behalf of CCBA and its Members, Congratulations Cookie!

In Memoriam

We know you join CCBA in sharing condolences...



Kuhlmann, Clinton La Vern*

March 29, 1926 - October 24, 2016

**CCBA Members – Mr Kuhlmann passed last October and The Bottling Line did not publish his memoriam. As such, we wanted to share this with everyone.*

Clinton La Vern Kuhlmann, age 90, of Winona, died on Monday, October 24, 2016. Clint was born to Clinton A and Esther (nee Schlauss) Kuhlmann and attended local schools before enlisting in the U.S. Navy in 1944. After his service, he attended La Crosse Technical School and Winona Business School.

On September 23, 1950, Clint married Barbara Denning at St. Charles Methodist Church. He was a lifetime member of St. Martin's Lutheran Church, Winona, where he served on church boards and as a church elder.

Clint joined the family business, The Coca Cola Bottling Co. of Winona, and worked there in all capacities throughout his life. He served on local Boards, was a charter member of the Goodview Lions Club and a longtime member of the American Legion, The Veterans of Foreign Wars and the Athletic Club. Clint was a volunteer fireman with the Goodview Fire Department for many years, retiring in 1981. He was also an avid trout fisherman, traveler, and a beloved father and grandfather.

Clint is survived by his wife, Barbara; daughters, Kathi (Greg) Fischer and Cindy (LeRoy) Telstad, both of Winona, several grandchildren and great grandchildren and his sister, Alice Abramson, also of Winona.

Clint was also preceded in death by son, Seth Clinton Kuhlmann.



John Marvin Carroll

April 27, 1937 - May 30, 2017

John Marvin Carroll ("Marvin") passed away on May 30, 2017. Mr. Carroll was born in Ozark, Alabama, where he attended public schools, became an Eagle Scout, and graduated from Auburn University in 1959, with a B.S. in Mechanical Engineering. He served two years in the United States Army in France before moving to Montgomery and starting his family. Marvin went to work, developed the business and spent his career with Montgomery Coca-Cola Bottling Company -- before retiring in 1999 as General Manager.

He was a member of Trinity Presbyterian Church, where he served as an elder, choir member, and in numerous other ministries. Marvin loved missions – at home and abroad, supporting House to House and Common Ground in West Montgomery, and traveling on mission trips to China, Jamaica, and Rio Bravo. He was active in community organizations, having served as past president of the Montgomery Lions Club, Member of the Committee of 100, a Trustee on the Board of The Montgomery Academy, AUM Advisory Board, and a long-time supporter of the YMCA and the Boy Scouts. Marvin was also past president of the Alabama Bottlers' Association and served on CCBA's Board of Governors.

Marvin is survived by his wife of 50 years, Georgia Graham Carroll; daughter, Margaret (Bill) Lamkin; son, William (Laura) Carroll; three grandchildren, Ella Carroll, John Benjamin Carroll, & Georgia Carroll; twin brother, Ben (Pat) Carroll; and sister, Mary Carroll Dominey.

In Memoriam

We know you join CCBA in sharing condolences...



Sebert Brewer, Jr.

August 20, 1940 - July 31, 2017

Sebert Brewer, Jr. died on July 31, 2017 at Eastern Maine Medical Center with his wife Barrett and his daughters Rachael and Nell at his side. Born in Chattanooga, Tennessee on August 20, 1940, he was the son of Frederick Sebert and Sara Catherine (Stephenson) Brewer. He attended The Bright School, Baylor School, and the University of North Carolina at Chapel Hill before serving in the U.S. Navy as a 1st class torpedo man on the USS Bridget, a destroyer escort, prior to the Vietnam war. Sebert completed executive education programs at Purdue University and Harvard Business School. He married his wife, Barrett in 1974.

Sebert joined his father in a life-long career in the Coca-Cola business and shared his father's love for that business. He held almost every job at The Chattanooga Coca-Cola Bottling Co. plant, becoming Vice-President of Marketing for The Coca-Cola Bottling Co (Thomas) Inc. in Chattanooga and later ran the family-owned bottling franchise in Meadville, PA. with his wife. Sebert also served on the Board of Directors of the Miami Coca-Cola Bottling Co. and was appointed to the Marketing Committee for The Coca-Cola Bottlers' Association.

Sebert demonstrated his passion for philanthropy and his commitment to all the communities he lived in and loved: Chattanooga, TN; Meadville, PA; Deer Isle, ME; and Gila, NM. In addition to serving on various Boards, Sebert became the longest-serving Trustee of the (private, charitable) Benwood Foundation in Chattanooga, TN. This was an honor he embraced for almost forty years (1977-2015), before being elected Trustee Emeritus in 2016.

Sebert also established the Sally Brewer Scholarship Fund with the Chattanooga Symphony Association, as well as a scholarship for Economics Majors at Allegheny College in Meadville, PA, in honor of his father. He founded the Island Education Foundation on Deer Isle in 1994, as well as other important community programs. In New Mexico, Sebert founded Grant County Community Foundation in 2012 and helped sustain the back pack program, Alimento para el Nino, and the Gila Valley Mobile Food Pantry.

Sebert is survived by his wife of 43-years Barrett, and their daughters Rachael Brewer Ayers (Timothy James) and Nell Barrett Brewer (Dr. Skand Dushyant Bhatt), and his three grandchildren. Sebert's legacy includes four children from a previous marriage: Hadley Brewer Taylor, Courtney Brewer Newcomb, Kendall Vail, Frederick Sebert Brewer III, and eight grandchildren.

A designated fund has been established in Sebert's name with the Grant County Community Foundation. The purpose of this fund is to address unanticipated needs and unusual opportunities in the frontier communities of the Gila Valley (NM). Memorial donations should be directed to: **The Grant County Community Foundation • PO Box 1767 • Silver City, NM 88062**



Roger S. Meek Sr.

July 24, 1932 - September 16, 2017

Early Saturday morning, September 16, 2017, Roger S. Meek, 85, of Fort Smith passed away, while surrounded by his family that loved him dearly. Roger was managing partner at the Coca Cola Bottling Company of Fort Smith until his retirement. He was a faithful member of his church, First Baptist of Fort Smith, the Rotary Club and many other civic organizations. Roger's favorite accomplishment is the family he built with his wife of almost 64 years, Georgia, known as Sug to those who love her.

Roger leaves his legacy with his wife, his three children, Sarah Meek Howe, Georgianna Yerton and husband Stan, Roger Meek and his wife Tina; his grandchildren, Kelly Yerton McGruder and husband Drake, Caleb Yerton and wife Suzanne, Katie Howe, Jesse Howe, Stephen Meek and wife Gresham, Philip Meek and Sarah Jane Meek; and his great grandchildren Luke McGruder, Anna Kate McGruder and Witt Yerton. He is also survived by his sister Carolyn Meek Nelson and was preceded in death by his parents, Jim and DeWanda Meek, and his brother Jim D. Meek. In lieu of flowers, memorials can be made to the church that he loved, **First Baptist Church 14th and Grand Avenue Fort Smith, AR 72901**



Member Resources

2017 Annual Loss Control Forum Highlights



This year's Spring Loss Control Forum convened in New Orleans, Louisiana from May 9th to May 10th. This is the first year the Association expanded attendance, inviting its entire CCBA Membership.

This annual event provides an excellent format and opportunity for Members to gather, network and brainstorm, with colleagues as well as subject matter experts from a variety of disciplines. The forum offers an intimate setting that optimizes dialogue and enables attendees to share best practices, ideas and ask questions in order to take our programs to best-in-class performance levels.

The agenda included a broad range of topics critical to optimizing safety and preventing loss in Member businesses. Presentations included an overview and update on the Association's Safety and Loss Control Program as well as emphasis on key topics and the importance of effective safety programs.

Day one presentations included developments and updates to Transportation Law, an in-depth look at effective accident investigation for managers, including common mistakes in accident investigations and post-accident behavior (and how to avoid this.)

Other topics examined included a comprehensive overview by Robert Buckley of CCNA on the Food Safety and Modernization Act. Also Dennis Padgett (CBCC) shared ways that Coca-Cola Bottling Company Consolidated is tracking and managing metrics in non-traditional ways. The first day closed with a panel discussion that focused on delivery of training programs and associated materials, such as the library of safety, training and loss control materials available through CCBA's Learning Management platform.

The second day opened with a presentation and discussion of the electronic logging device rule and its implementation timeline from Jonathan Weiner of the LA Division of FMCSA. The next presentation was about a topic that, as businesses and individuals, we all hope to avoid. However, understanding the landscape of claims handling and legal procedures is essential to anyone operating in today's beverage industry.

Mr. Lance Ostendorf, Partner at Ostendorf, Tate and Barnett presented a comprehensive look at legal issues related to claims handling. Mr. Ostendorf was followed by Matt Bailey, a Partner with Irwin Fritchie Urquhart & Moore LLC – who presented and discussed the challenges and complexities of preparing for a trial in defense of a Coca-Cola Bottler.

The final presentation by Gordon Mandt of The Odom Corporation addressed the importance and necessity of safety training. Gordon advocated a simple approach to be compliant and effective in today's busy business, plant and warehouse environments.

The strong ROI relationship of an organization's investment in safety training is the cornerstone of good planning. Often the most costly issues for a business occur in the safety and loss control area. Consider participation in an upcoming CCBA Loss Control Forum 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)

2017 Annual Financial Forum Highlights

The spring/summer Financial Management Forum, sponsored by CCBA is designed to provide insight and access that supports your financial and business planning. The session is always held 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 and several always attend. This year's meeting was held in Palm Coast, FL from June 21st to June 23rd and well attended by Member Bottlers.

The agenda covers key topics in the financial and beverage industry arena. This year's session was filled with informative presentations and valuable discussion. Following a warm welcome by Ann Burton (CCBA) and Randy Halter (ODOM), the meeting kicked off with Rebecca Butler of The Coca-Cola Company, who shared updates and perspectives on national and local politics. April Bessonny, with Coca-Cola Bottler Sales & Services provided an overview of the CCBSS organization as it continues to evolve with the 'System of the Future'; updates on procurement, news on councils, and information on consolidated invoicing services and Customer Business Solutions (CBS). Shawn Dailey from Coca-Cola Bottling Company Consolidated provided updates and facilitated discussion on commodities.

The following morning, Tim Quinlan of Wells Fargo offered his perspective on the US economy, followed by Marion Glover, who provided results of the CCBA Financial Survey along with a discussion of trends that affect Coca-Cola Bottler value across our industry. Erika Noonburg-Morgan of Coca-Cola Beverages Florida provided an overview of her organization and the rapid growth CCBF has experienced during the past 18 months. Coca-Cola North America dominated the balance of the afternoon, with Jim Marvel presenting results of a study on millennial recruitment and retention, Dan Lizdas and Mickey Urmann discussing topics important to the National Product Supply Group and CCNA Exchange along with a comprehensive CCNA update on the business, IP 2.0 and MARS.

On Friday morning, Debbie Torrance from Smith & Howard discussed 2017 Tax Reform. Debbie was followed by Michelle Heidt of Ozarks CCBC, who shared updates on North Star and CONA CFO, Scott Armstrong followed with CONA updates. John Gould and Ann Burton closed the forum with Association and Industry Issues updates prior to adjourning the session.

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

Member Resources

Get to Know the 2017 CCBA Annual Meeting Sponsors!

This year – CCBA was honored to have three Sponsors of our Annual Meeting. Each of these companies is unique and can add capability and value to your business. If you did not have an opportunity to meet the folks from BluJay Solutions, OMRON or Williams Lea Tag here in Atlanta, take a look to see how these Coca-Cola approved vendors can help you.



BluJay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

Learn more at: www.blujaysolutions.com



Omron is your trusted partner for complete automation solutions with industry leading technologies covering: input, logic, output, safety, and robotics. Their team of professionals around the world have the know-how to recommend and apply solutions for customers, whenever and wherever it's needed.

Omron has helped to design and supply 200 custom inspection / verification systems for labelling, filling and packaging that improved quality and accuracy in over 75 Coca-Cola facilities. Omron also supplied training to employees in the use of these custom solutions, which are still part of the everyday quality inspection process.

With more than 80 years of proven experience in diverse applications spanning various industries, Omron focuses on solutions for manufacturing in packaging, food and beverage, pharmaceutical/ cosmetics, automotive, semiconductor as well as oil and gas. *From advanced automation systems to control components and safety solutions, Omron maximizes efficiency and optimizes production in manufacturing processes.*

Learn more at: www.omron247.com



Are you tasked with improving the quality inspection process for your bottling operations? **Set up a solutions review**

- Send your inspection request to john.wenzler@omron.com
- Receive a response from a specialist within 24 hour



Williams Lea Tag is the leading provider of marketing and communications supply chain services. WLT has partnered with the Coca-Cola system since 2011 as a strategic provider of managed print services for POS/POP merchandising materials.

- WLT manages nationwide pillar programs, national retail sales campaigns, Bottler specific marketing projects, and local POP executions across the US and Canada. The WLT weekly consolidated print run (CPI) is open to all Bottlers and leverages combined print volumes to drive savings for the entire system! The program consistently yields substantial savings. On Fall Football alone, Bottlers who participated this year collectively saved well over \$100,000 on their POS print.
- The WLT eStore print/fulfillment platform enables quick and easy access to materials that drive successful merchandising and seamless execution.

As new Bottlers are established, and as territories are refranchised, WLT is providing continuity and guidance to ensure your merchandising efforts don't miss a beat!

Learn more at: <https://www.wlt.com>



Member Resources

Our System Comes Together to Support One Another

Coca-Cola Employee Disaster Relief Fund...Administered by Emergency Assistance Foundation, Inc.

Our Coca-Cola System has a long history of supporting communities in their time of need. As southeast Texas and affected areas across the Gulf Coast begin to recover from the impacts of Hurricane Harvey, along with Florida and Puerto Rico from the recent Hurricanes Irma and Maria, associates across our Coca-Cola community are working to ensure that relief is on hand.

Following Harvey, Coca-Cola Southwest Beverages, in collaboration with Coca-Cola North America, activated the **Coca-Cola Employee Disaster Relief Fund**. (The fund has been expanded to include those impacted by Hurricanes Irma and Maria.) This fund is available to associates across the system to make donations.



You may scan the code to be brought to the page:
<https://www.coca-colaedrf.org/>

The Company is matching employee contributions made to the Coca-Cola Employee Disaster Relief Fund up to \$100,000. Proceeds will go to help Coca-Cola system associates who are impacted by the storm.

Also, as you may already be aware, The Coca-Cola Foundation has provided significant funding to the American Red Cross to support local relief efforts, provide immediate resources for necessary food and shelter and aid in long-term rebuilding efforts.

In addition to The Coca-Cola Foundation's monetary contributions, the Coca-Cola System, including Coca-Cola Southwest Beverages, Coca-Cola Bottling Company UNITED, Coca-Cola Beverages Florida, Coca-Cola Puerto Rico Bottlers and Coca-Cola St. Maarten, Coca-Cola North America and fairlife, have sprung into action - donating thousands of cases of water, milk, sports drinks and other beverages to people affected by the storms. The Coca-Cola Cavalry is on the move.

Our Bottling leaders in affected areas may say it best: *"Our Coca-Cola family lives and works in the areas impacted by this unprecedented storm and they know just how important it is to help our neighbors when they need it the*

most," said Mark Schortman, President and Chief Executive Officer, Coca-Cola Southwest Beverages. *"Our local team is helping get water and milk to those needing assistance. Our team knows how to come together and do what is needed to help offer relief to the people hurting during these tough times."* Coca-Cola UNITED President and Chief

Executive Officer John Sherman expressed: *"As part of the Coca-Cola System, we're proud to help the communities we serve...we are grateful to be part of a system that provides our associates and our communities such great support."*

Troy Taylor, chairman and CEO, Coca-Cola Beverages Florida emphasized *"Coca-Cola Beverages Florida stands with our fellow Floridians as we all have prepared for and will soon recover from Hurricane Irma. Our local Coca-Cola team is ready to help our customers and neighbors throughout the impacted area."*

Alberto de la Cruz, CEO of Coca-Cola Puerto Rico Bottlers and Coca-Cola St. Maarten, added, *"Given the devastation that Hurricane Irma caused to our communities in Puerto Rico and neighboring Caribbean islands, Coca-Cola Puerto Rico Bottlers is proud of The Coca-Cola Foundation's support of relief efforts through the American Red Cross. In addition to the monetary support, our local associates are coming together to provide support on the ground, including beverages, supplies and food to those in need."*

Coca-Cola is also using its online charitable giving platform to support relief efforts during the aftermath of Hurricane Harvey, Irma and Maria (as well as the earthquake in Mexico.). People can visit Coke.com/give and enter codes found under the caps of Coca-Cola beverages – and inside multi-packs – and convert them into real-time donations to the American Red Cross.



The American Red Cross prepares to deliver a shipment of DASANI to shelters in San Antonio, Texas.

(Photo Credit: American Red Cross)

Time to Celebrate

A new member joins the Coca-Cola family!

Introducing...

Brooks Carter Lehrkind
May 11, 2017 – 7LBS. 12OZ

Proud Parents:
Carl IV and Ellie Lehrkind
Proud Grandparents:
Carl III and Sally Lehrkind



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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 or lpeluso@ccbanet.com.