



the BottlingLine

Issue No. 349 • Fall/Winter 2023

2024 Schedule

Spring Mainstream Meeting

February 22-23
SCOTTSDALE, AZ

Mainstream Calls

May 2
June 28
September 19
December 14

Spring Board Meeting

April 24
ATLANTA, GA

Scholars Banquet

April 25
ATLANTA, GA

Financial Forum

June 11-14
ASHEVILLE, NC

Scan the QR code to check the CCBA website for schedule updates



2023 CCBA Annual Meeting Highlights



A BIG Texas welcome from Coca-Cola Southwest Beverages!



Over 160 Member Bottling Associates (from 43 Bottling organizations) convened in Houston, TX on October 17th and 18th to attend the 2023 Annual Meeting hosted by your Coca-Cola Bottlers' Association (CCBA). **This event was the first Annual session held outside Atlanta since 1997** and exemplified CCBA's meeting theme, *Take the Wheel!*

Day One was held at the recently completed, million-square-foot Arca Continental Coca-Cola Southwest Beverages (CCSWB) Northpoint facility.

The Northpoint team conducted tours of the state-of-the-art production center in the morning before the meeting commenced. A tour however, wasn't necessary to appreciate CCSWB's careful planning and design investment.

The building's two-story atrium showcases a custom sculptural chandelier crafted from 700 recycled bottles produced within the plant. Each bottle is internally illuminated and uniquely placed to form the 22-foot-tall Coca-Cola Bottle chandelier. Positioned as a beacon for visitors, this unique, upcycled chandelier welcomes visitors, inspires a sense of wonder, and reaffirms CCSWB's commitment to sustainability. We cannot thank Arca Continental Coca-Cola Southwest Beverages enough for their hospitality!

President Meredith Mapel officially opened the meeting and welcomed Members before inviting CCBA's Executive Director, John Gould to the stage. John also welcomed everyone before beginning his comprehensive annual summary, sharing highlights of ongoing activities, accomplishments and progress on key advocacy initiatives.

John then introduced the session's first panel to discuss topics on operations. The panel included Joe Carter, (The Odom Company - Coca-Cola Hawaii); Jim Dinderman (ABARTA Coca-Cola); Rusty Isom (Huntsville Coca-Cola), and Bill O'Brien (Reyes Coca-Cola) and offered insightful thoughts across diverse markets and Bottling companies.



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2023 CCBA Annual Meeting Highlights

Following a break, Robert Clark, (Clark Beverages); Frank Crabtree (ADA Coca-Cola); Rob Gehring (Swire Coca-Cola); and Fran McGorry (Liberty Coca-Cola) took the stage to discuss capital project investments. Whether it's manufacturing innovation, advancements in sustainability, improvements in operations, or new construction that includes all of these, capital investing is an area of focus across our Bottling community. The panel was moderated by Ilene Grimes (CCBA) who fielded questions about each panel member's experiences and learnings with their respective capital project investments.

A conversation with NAOU leaders is an important element of CCBA's annual meeting agenda. CCBA President, Meredith Mapel introduced Pam Stewart (Retail), Joel Bishop (Strategy) and Dagmar Boggs (FS&OP), and then proceeded to ask and moderate questions from our audience.

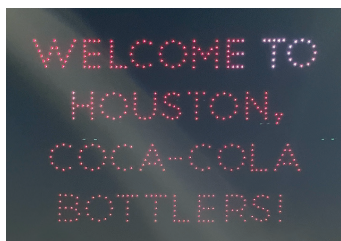


Another key element of our annual meeting agenda includes providing a Customer Perspective. Following the NAOU panel, Pamela Stewart introduced Walmart Merchandising Vice President, and Coca-Cola Company alumnus, Melody Richard. Melody shared a special video celebrating one billion dollars in Coca-Cola sales at Walmart during the past year. Melody shared highlights on the omni-retailer's journey, the Company's key priorities and commitment to its consumers.

Scan the code to view Walmart & Coca-Cola video:



At the conclusion of the day, and to open the evening's reception, Jean-Claude Tissot joined John on stage to share a warm welcome to everyone. Jean-Claude also shared some positive thoughts on the Coca-Cola Southwest journey, as the Bottler recently celebrated its five-year anniversary! He then introduced a video that captured the environment at Coca-Cola Southwest Beverages.



Scan code to view CCSWB's A Culture of Growth video:



The meeting closed its first day and attendees enjoyed a reception with food, beverages and entertainment that did not disappoint. We had to sneak one photo in from the reception.

Can you believe this was created by aerial drones?

Day two took place at the George R. Brown Convention Center and opened with a discussion on public policy topics and insights to better understand industry developments and our strategies to promote the long-term health of our business. Kevin Keane – President & CEO, American Beverage, Kurt Ritter, SVP, Public Affairs, Communications & Sustainability, NAOU and Brent Tollison, SVP, Public Affairs, Communications, Community & Sustainability, Coca-Cola Consolidated shared highlights and observations on key public policy and government initiatives that impact our business.

The agenda seamlessly progressed to a product supply panel discussion and QA session led by Patrick Plunkett (CCBSS). The panel included key suppliers, Ron Lewis (Ball); Eddie Ortega (Cargill) and Dwayne Irvin (Westrock).

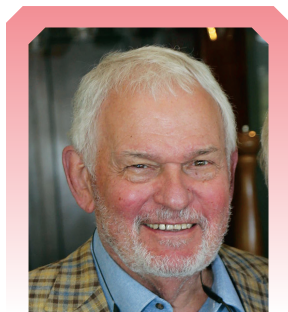
After Break, the morning session featured an HR Panel discussion, a new topic on CCBA's agenda. The panel welcomed Christine Motherwell (Coca-Cola Consolidated); Dave Larson (Atlantic Coca-Cola) and Silvia Martins (CCSWB) and was moderated by Stephanie Griffin (CCBA). Each panelist offered insights and examples on how their organization addresses talent management, employee engagement, and development, according to the unique variables in their markets.

A Bottler-only conversation followed with CCBA Officers, Meredith Mapel (Durango), Dave Katz (Coca-Cola Consolidated), Martin Williams (Corinth), Rob Feeney (Atlantic), John Gould, and Ilene Grimes (CCBA) to address Member questions, feedback, and topics for further discussion.

The afternoon session progressed with an insightful dialog between Duane Stanford (Beverage Digest) and Robert Ottenstein, (Senior Managing Director and head of the Global Beverages and Household Products Team at Evercore ISI.) Evercore ISI serves more than 1,300 institutional investors globally, representing the largest asset managers and fund complexes in the world. Mr. Ottenstein offered a unique external perspective and shared his impressions and thoughts on key opportunities.

Each year CCBA acknowledges and recognizes its Members and provides updates on core system programs supported by our Bottling community. Meredith Mapel acknowledged the colleagues we have lost this past year, following with a moment of silence.

Jane Hale Hopkins, President, Coca-Cola Scholars Foundation, joined us to update Members on news and activities over the past year. A past Scholar accompanied Jane and shared with the audience how the Scholars program has impacted his life. The Coca-Cola Scholars Foundation is a strong and unique platform that has created an impressive community of mission-driven changemakers. Jane shared highlights of the year and plans for 2024. Be sure to plan for the Scholars Banquet on Thursday, April 25th Banquet in Atlanta, GA!



Albert Clark

Our final recognition was commemorating the retirement of Albert Clark from the CCBA Board of Governors. Albert is the President and CEO of CC Clark, Inc. Robert Clark accepted the framed resolution and shared warm words and thanks on Albert's behalf.

This was a perfect segue for the following NextGen panel discussion. In August, CCBA held its first NextGen Forum in decades! The session content was designed to blend the nuances of family business with the unique nature of Coca-Cola Bottling and our system dynamics. The panelists highlighted their experiences during the Forum and reinforced the value of creating business and personal connections with one another.



Jon Lehman (Coca-Cola Bottling Company of Dickinson); Morgan Everett (Coca-Cola Consolidated) and Nick Bitzer (ABARTA Coca-Cola) with John Gould (CCBA)



John Gould presents Albert Clark's proclamation to Robert Clark

Our closing inspiration came from Mr. Mark Whitacre, an engaging speaker with an amazing story, who also referenced this year's meeting theme, Take the Wheel when discussing one's choices and making life decisions. Mr. Whitacre opens and repeats the phrase, "Show me your mentors and I'll show you your future" as he shared his true story of faith and redemption; and riveting journey that walked us through his experience as a whistleblower in the infamous 1990s Archer Daniels Midland price-fixing conspiracy. Mr. Whitacre emphasized the impact of the people around him and how finding faith influenced his life.

The CCBA Annual Meeting offers a great opportunity for members to stay informed and engaged on all aspects of our business while connecting with your fellow Bottlers in a collaborative environment!

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

A very special thanks to our sponsors!





NEXT GEN
THE COCA-COLA BOTTLERS' ASSOCIATION

Welcoming Our Next Generation of Leaders



On August 1-3, CCBA hosted its first NextGen Forum in decades! Planning with the next generation in mind is a critical element of any successful business. CCBA is fully committed to supporting the longevity of our Members and Bottling community. We often see the nuances of family business issues and have also observed an influx of NextGen entering the Bottling business. Our Members are the lifeblood of CCBA. Education and support of our Membership is a strategic priority of the Association and supporting the development of our next generation of Bottlers is an opportunity to create Member value.

The Association welcomed 43 participants from 25 ownerships, representing diversity in age and generation. It's a tribute to our system that the majority of participants were from fourth and fifth generation Bottlers with one 6th generation! Equally exciting was attendance by a number of second generation family members from "new" Bottlers that joined our System during refranchising.

The Forum commenced on Tuesday Evening, August 1 with everyone's arrival for a creative activity of "NextGen Bingo". This exercise was designed to facilitate quick interaction and camaraderie among participants. Following the activity, the group enjoyed an awesome evening of networking with food and drink, and a spectacular view of that evening's Atlanta Braves game from the hotel balcony overlooking Truist Park!

Day One was held at the Omni Hotel at the new Battery complex. John Gould welcomed everyone, with an overview of CCBA, its beginnings, its history and importantly, its strategic priorities and mission. The next segment covering the majority of the day focused on the intricacies of Leadership & Family Dynamics and was led by members of the Family Business Consulting Group. Highlights of the day included interviews with next-generation family members, Morgan Everett (Consolidated), Wes Mayo (Sooner Coca-Cola), and Crawford Jones & Grant Rafield (United Coca-Cola) followed by transparent discussions on family dynamics in succession and continuity and overall considerations for effective succession planning.

The capstone of the first day was an interview with Andrew Cathy, 3rd generation CEO of Chick-fil-A. Andrew provided a personal point of view and external perspective on Family Business Planning.

Day Two was held at The Coca-Cola Company (TCCC) headquarters in downtown Atlanta. The morning began with CCBA's John (Gould) and Ilene Grimes providing attendees with the history and architecture of our US Bottling System. Marcelo Boffi and Brittany Dunlap joined the group to provide an overview of the North America Operating Unit (NAOU) and share their perspective on our system and business.

A highlight of Day Two was the tour of TCCC's Atlanta Office Complex. Forum participants had an opportunity to walk the completely renovated campus, and also visit HQ highlights, such as the original office of The Coca-Cola Company icon, Robert Woodruff.



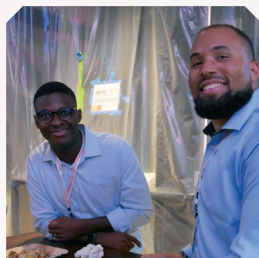
John Gould thanks Andrew Cathy as he acknowledges audience

The day concluded with a conversation and perspective from two unique leaders who offer an excellent example of our Bottling System's next generation leadership. Rob Feeney (Atlantic Coca-Cola) and Andrew Reyes (Reyes Coca-Cola) provided their thoughts and respective outlook on our business, our Bottling system and family business learnings and dynamics.

The overarching objective of this session was to actively support the development of our next generation of Bottling leaders, and therefore Bottler longevity, by introducing the group to CCBA and our US Coca-Cola "eco-system", and heightening awareness of family business issues while creating networking opportunities to utilize for Member growth and development. Participant feedback on the forum overall was outstanding and CCBA is looking forward to seeing these emerging leaders drive our System into the future!



(l to r) Morgan Everett, Consolidated with Wes Mayo, Winfield-Sooner, share their experience and answer questions



(l to r) Sean Scruggs, Corinth, and Joshua Taylor, Coke FL



(front) Eryn Taylor, Coke FL; (far left to right) Bailey Clark, Clark Beverage; Lilli Graham, Meridian; and Brooke Sherick-Odom, Odom

CCBA Board of Governors Update

The Coca-Cola Bottlers' Association welcomes Robert Clark, President, Clark Beverage Group (CBG) to its Board of Governors. Robert's election to the Board was formally confirmed at the Fall Board Meeting in September. As a 4th generation family member, Robert has worked within the company his entire life but started full-time over 32 years ago and became the CEO of CBG in 2003.

We know you join us in welcoming Robert to the CCBA Board of Governors.



Community & Member Updates



Liberty Coca-Cola Beverages Breaks Ground on Nation's FIRST Quadgeneration Production Plant

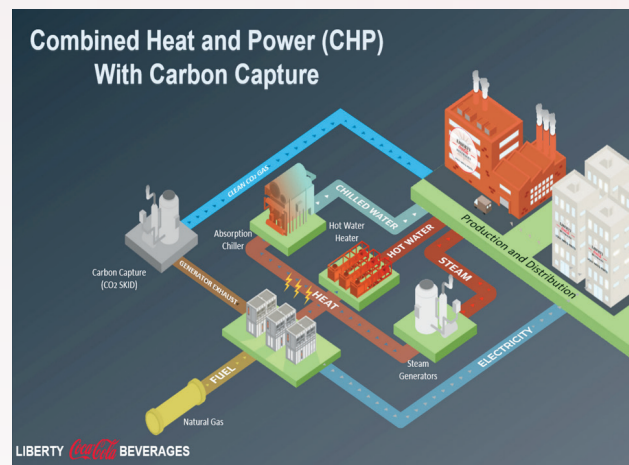
Liberty Coca-Cola Beverages (Liberty) joined with state and local elected officials, community stakeholders, and businesses to break ground on its quadgeneration production plant at their Elmsford facility.



Liberty's new plant will be the first of its kind in the country to generate its electricity, heat, cooling and recover carbon dioxide (CO₂) for beverage use. Generating energy using combined heat and power technology will deliver significant carbon savings versus grid-sourced electricity. Additionally, recovering CO₂ further improves the environmental performance of the system by reducing the need to source it from the market. Once cleaned, the beverage-grade CO₂ will be used to carbonate beverages, eliminating hundreds of trucks annually that currently deliver it to the facility.

CHP requires less fuel to produce a given energy output, and avoids transmission and distribution losses that occur when electricity travels over power lines. By capturing and using heat energy that would otherwise be wasted, CHP systems operate far more efficiently than grid electricity and on-site heating.

"We mark another major milestone for Liberty's efforts to create a more sustainable future," said Paul Mulligan, co-owner of Liberty Coca-Cola Beverages. "The Quadgeneration Plant will be a game changer for the entire manufacturing and bottling industry."



This diagram illustrates how the Combined Heat and Power (CHP) grid will work.



New York State Senators Andrea Stewart-Cousins (35th District), Pete Harckham (40th District) and Secretary of State, Robert Rodriguez, among other distinguished officials joined with Liberty to mark the celebratory occasion.

"This groundbreaking of Liberty Coca-Cola's Quadgeneration Plant is a momentous occasion. As we work toward meeting the ambitious goals of New York's Climate Leadership and Community Protection Act, we know this must be an all-together effort with public and private partnerships, innovative new technologies and real leadership—all of which will be found here," said Senator Harckham.

"Thank you to Liberty Coca-Cola for setting this important and positive example of committing to sustainable practices in the State of New York through the quadgeneration production plant," said Robert Rodriguez, Secretary of State.

The quadgeneration plant is expected to be operational by next fall in 2024. Liberty partnered with Clarke Energy USA, Inc. a KOHLER Company, to develop the plant. Clarke Energy created the technology and has installed it at facilities in other countries, including several in Europe. The company has been working closely with Liberty to evaluate the facility's manufacturing systems and processes to create an energy solution that will help optimize the site's environmental performance.

"If every company were like Liberty Coca-Cola, we would not have to worry about saving the planet," said Paul Feiner, Supervisor for the Town of Greenburgh. "Liberty is making strides towards sustainability and now other companies will follow."

Liberty is at the forefront of the beverage industry when it comes to implementing sustainability efforts. Along with maintaining The Coca-Cola Company's commitment to creating a World Without Waste, Liberty has made significant investments in technology to support its sustainability initiatives across its entire distribution footprint, including:

- Paperboard packaging - the first bottler in the United States to replace the plastic ring holders with fiber-based consumer packaging - removing 75,000 pounds of plastic per year from the supply chain.
- Bottles Made from 100% recycled material - the first local Coca-Cola bottler to produce bottles made entirely of food-grade recycled plastic that can be reprocessed back into the system several times, ensuring a circular economy.
- Sustainable compacter - the Xcycler significantly reduces Liberty's carbon footprint and processes large volumes of full plastic and aluminum liquid containers for recycling.
- Lower Emissions - 250 new lower-emission trucks entered Liberty's fleet in 2022.
- Green Building - rooftop solar panels rooftop solar panels have been installed at Liberty's South Brunswick facility.

"Not only do we serve our customers with the beverages that you all know and love, but we do it in a way that has made us an industry leader - especially when it comes to the environment and sustainability," said Mulligan.

Expanding Sustainability Across Packages

Liberty recently also partnered with WestRock, (NYSE:WRK), a leading provider of sustainable paper and packaging solutions, to implement a paperboard carrier that replaces plastic rings for its multipack bottled beverages. WestRock's PETCollar™ Shield Plus paper-based packaging will be used at Liberty's Philadelphia production facility to package Coca-Cola's top brands in multipacks. The 12-ounce (355 milliliters) and 16.9-ounce (500 milliliters) products packaged with the durable, easy-to-hold carriers will be distributed throughout Liberty's multi-state territory. Liberty expects to have the new paperboard carrier packaging system installed and operating by next summer (2024). Once installed, the packaging system will add to their paperboard packaging for mini-cans, implemented in 2022. Both packaging systems combined are expected to replace 200,000 pounds of plastic a year from Liberty's footprint.



"We've made it our mission to invest in technology that produces recyclable beverage containers that can return to our system while significantly reducing the need for secondary plastic packaging," said Fran McGorry, co-owner of Liberty Coca-Cola Beverages. "We know the most valuable change to reduce plastic waste occurs when bottlers and packaging producers work together. We are proud to partner with WestRock to make this change."

Liberty Coca-Cola's initiatives are helping to build a map and illustrate how we all can build our business, commit to a sustainable future, and improve the social, economic, and environmental well-being of our respective communities.

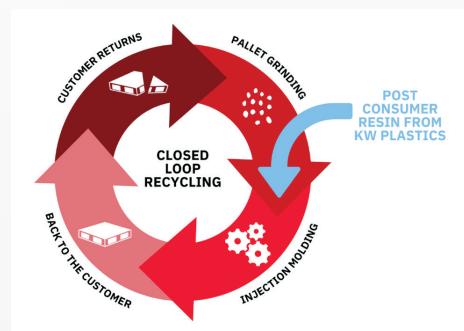
Recycled Pallets Support Sustainability



In an era marked by environmental concerns and an ever-growing need for sustainability, two innovative companies are teaming up to make a significant difference. KW Plastics, the world's largest plastic recycler for high-density polyethylene (HDPE) and polypropylene (PP), and Southeastern Container, a Coca-Cola cooperative and pioneer in the injection molding industry, are working together to turn waste into a valuable resource.

The Sustainable Journey - From Pellets to Pallets

Southeastern Container works with Coca-Cola bottlers to collect broken plastic pallets that typically would go to the landfill. KW supplies Southeastern Container (SEC) with recycled resin reprocessed from curbside programs throughout the U.S. The broken pallets and recycled resin are combined at SEC's facility in Asheville, NC where the material is injection molded into new plastic pallets, which are used by Coca-Cola bottlers to transport filled goods to retailers and distribution centers.

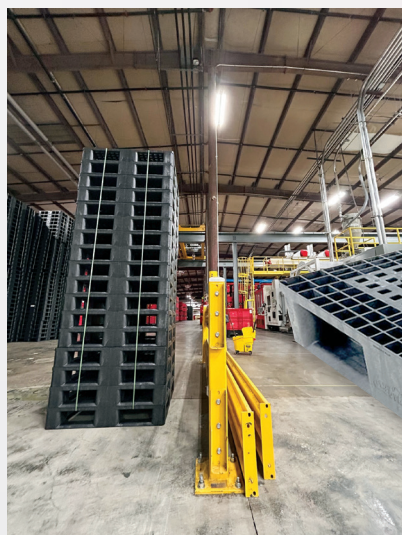


According to KW Director of Sales, Clint Pugh, it was a 24-month process from concept to product. "When we were first approached by Southeastern Container, we knew the concept and idea were possible. This is the perfect application for our HDPE injection-grade recycled resin and we have the capacity to meet their current requirements and future growth plans. Partnerships like this create innovative sustainable solutions that are lasting."

The mutual commitment to a partnership was evident by KW procuring a dedicated feedstock for SEC and SEC building a line specifically for the KW resin.

The custom postconsumer HDPE pellets are sent to Southeastern Container where they are reprocessed once more, this time into brand-new HDPE pallets. These pallets are not only durable and versatile but also fully recyclable, ensuring a closed-loop system that significantly reduces the carbon footprint of both companies involved.

Mike Ramos, President of Southeastern Container, describes the partnership as an "opportunity to create something truly impactful." He states, "We envisioned a 100% recycled pallet crafted from post-consumer materials, and through the synergy of KW Plastics and our bottlers' discarded pallets, we achieved this vision. By transforming waste into something valuable, we not only met our production needs but also contributed significantly to keeping materials out of landfills. This collaboration stands as a testament to our commitment to eco-conscious solutions, redefining the future of packaging one recyclable plastic pallet at a time."



Future Growth

In 2022 alone, Southeastern Container used nearly 10 million pounds of recycled HDPE sourced from KW to produce their sustainable pallets for the Coca-Cola Bottling system. This impressive figure not only highlights the scale of the collaboration but also emphasizes the potential impact of such partnerships on reducing plastic waste and promoting a more sustainable future.

According to Southeastern Container, they are expecting to see a 50% growth in production for 2024. To accommodate, they are adding a second injection line and expanding their capabilities to produce an additional size pallet, 40 x 48 inches, that is also fully recyclable.

Reyes Coca-Cola Bottling in Rancho Cucamonga Announces Major Expansion of Manufacturing and Distribution Facility



RCCB Rancho Facility Design Rendering Front Entrance



RCCB Rancho Facility Design Rendering Warehouse Exterior

In September, Reyes Coca-Cola Bottling revealed plans for a substantial expansion of its operations at its current facility in Rancho Cucamonga. This represents a \$500 million investment and is the first Coca-Cola production facility built in California in nearly 60 years. Rancho Cucamonga will become only the fourth location where Reyes Coca-Cola Bottling manufactures in California. Other bottling locations are Downey, Los Angeles, and San Leandro. The planned project includes the demolition and rebuild of the current Reyes Coca-Cola Bottling distribution center. During construction, operations will relocate to a temporary location in Fontana.

When complete, the new facility will be transformed from a single-building distribution center to a 620,000-square-foot state-of-the-art campus with full production capabilities. Designed with safety and sustainability as top priorities, the newly constructed bottling and distribution center will include added employee amenities such as expanded break rooms, training rooms, a parking garage with EV charging stations; a tour gallery, fleet shop, and recycling center. Additionally, the plans call for maximizing efficiencies around energy and water use, including drought-resistant landscaping.

The current 125,000-square-foot Reyes Coca-Cola Bottling distribution center in Rancho Cucamonga was constructed in 1984. The new construction will be a flagship facility within Reyes Coca-Cola Bottling and the Coca-Cola system. The company's growth is expected to create new jobs, contributing to the economic development of the region, and strengthening the local workforce.

The expansion project will incorporate eco-friendly measures, ensuring that the increased operations are achieved without compromising the company's commitment to minimizing its environmental footprint. *"The economic prosperity of Rancho Cucamonga is further enhanced when existing companies with established operations in the city, choose to remain here and build upon their past successes,"* said Matt Marquez, City of Rancho Cucamonga Planning and Economic Development Director. *"Reyes Coca-Cola Bottling's plans for expansion in Rancho Cucamonga exemplify the City's commitment to economic growth and a more sustainable manufacturing sector."*

This expansion project is currently in the development and environmental impact review process and will come before the City's Planning Commission and City Council at a future time. Construction could begin as soon as 2024 with an operational facility by summer 2026.

Scan code to view Press Release:



Recycled Pallets Support Sustainability (... continued from page 8)

The collaboration between KW Plastics and Southeastern Container is a shining example of how two companies can work together to generate a positive environmental and economic impact.

With such dedicated efforts and innovative solutions, businesses like KW Plastics and Southeastern Container are paving the way toward a more sustainable future for us all.

In addition to pallets, Southeastern Container is one of the world's largest and most respected manufacturers of high-quality polyethylene terephthalate bottles and preforms for the Coca-Cola bottling system.

For more information, visit secontainer.com or scan the code:





20 Battery Electric Freightliner eCascadias will rely solely on 20 Detroit eFill commercial charging stations that have been installed at the Reyes Coca-Cola Bottling Downey facility.



Reyes Coca-Cola Bottling Adds Electric, Zero-Emissions Tractor-Trailers to its Fleet

Reyes Coca-Cola Bottling, in partnership with Daimler Truck North America (DTNA), has added the first electric, zero-emissions heavy-duty tractor-trailers to its fleet at the Reyes facility in Downey, California. DTNA manufactured these 20 heavy-duty electric vehicles, that are expected to reduce the use of diesel fuel by about 40,000 gallons a year.

Combined with the more than 30 electric service vehicles in the Reyes Coca-Cola Bottling California fleet, total savings will be about 90,000 gallons of fuel a year. Reyes has also added 20 charging stations at the Downey plant, and the trucks began making deliveries in November. The electric fleet at Downey will serve customers throughout Southern California and build on Reyes' commitment to make a positive difference in their communities.

This, along with other actions the Reyes organization is taking, will help achieve their goal to reduce greenhouse gas emissions in its operations by 30% by 2030.

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1B+
Total miles reimbursed across all customers

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4.4/5 based on 250+ reviews

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sales@cardata.co

Congratulations to HUNTSVILLE for their creative new logo that reflects the space program based in their area and keeps **Coca-Cola in the rocket seat!**



Coke Florida Partners with Florida Prepaid College Foundation to Launch Scholarship Program



Coca-Cola Beverages Florida, LLC (Coke Florida) announced a ten-year, multi-million dollar commitment to award graduating high school students with scholarships to attend Florida postsecondary public institutions.

The newly established Coke Florida Refreshing Minds ScholarshipSM will cover tuition and most fees for students attending a Florida public four-year university, two-year college, or technical/vocational school. With dollar-for-dollar matching funds from the Florida Prepaid Foundation, the scholarship program is set to invest \$2.8 million to fund the college attendance dreams of 250 economically disadvantaged students over the next ten years.

"We are committed to strengthening the communities we serve across the state of Florida through initiatives that support education and economic empowerment," said Troy D. Taylor, Chairman and CEO of Coke Florida.

The Coke Florida Refreshing Minds ScholarshipSM is a part of the Florida Prepaid College Foundation's Path to Prosperity Program. In launching the scholarship program, Coke Florida aims to advance its ongoing work to remove barriers that prohibit young people from reaching their full potential.

Percy L. Wells II, Group Vice President, Government Relations, Public Affairs, and Communications of Coke Florida added "We are passionate about enhancing our communities and offering solutions that allow individuals to prosper. While we currently provide thousands of backpacks filled with school supplies for children as they return to school each year and address the digital divide with our laptop giveaway campaign to hundreds of students throughout the year, this long-term partnership with Florida Prepaid College Foundation further strengthens our commitment to Florida's youth who need support as they work to secure a brighter future."

"When companies like Coke Florida make long-term investments in education, we can increase our ability to reach more students," said Kevin Thompson, Executive Director at Florida Prepaid College Board and the Florida Prepaid College Foundation. Coke Florida and the Florida Prepaid College Foundation have elected to partner with Big Brothers Big Sisters Association of Florida and the Florida Alliance of Boys & Girls Clubs to deliver the scholarship program. The organizations offer enrichment and support programs to their members and alumni and will assist students with the Coke Florida Refreshing Minds Scholarship application process. Scholarship recipients will be announced annually in the Spring, beginning 2024!

Information about the Coke Florida Refreshing Minds ScholarshipSM is available at cokefloridascholarship.com.



Or scan the code:

Coke Florida Receives Minority Supplier Development Council Humanitarian Award

Coca-Cola Beverages Florida, LLC (Coke Florida) has been awarded the Florida State Minority Supplier Development Council (FSMSDC) 2023 Doing Well While Doing Good[®] Humanitarian Award.

As part of FSMSDC's Annual Business Impact Awards, the Doing Well While Doing Good[®] award recognizes a Minority Business Enterprise (MBE) or Corporate Member whose organization is making a difference in the community through civic, philanthropic, and volunteer initiatives. An Affiliate of the National Minority Supplier Development Council (NMSDC), FSMSDC fosters the economic success and development of minority-owned businesses in Florida by connecting them with corporate and government members focused on diversity and inclusion.

Founded in 2015, Coke Florida covers 47 of the 67 counties in the state of Florida. The company became MBE certified in 2019 and was previously honored as Minority Business Enterprise Supplier of the Year - Class IV.

Scan code to view the full article:



Greg Park Named Vice President, Transformation and Innovation



Coca-Cola Beverages Florida, LLC (Coke Florida) has named Gregory "Greg" Park as Vice President, Transformation and Innovation. In this role, Greg leads transformation initiatives that harness disruptive technologies like artificial intelligence, computer vision, Blockchain, and augmented reality (AR) to drive rapid innovation across all facets of Coke Florida business operations. Greg has an extensive career across the Coca-Cola system and 25 years of experience in all aspects of CPG operations. Most recently, he served as General Manager for Cardinal Vending and Markets, LLC, which operates as Florida Fresh Vending and Markets. He also led the vending company's innovation to expand its micro-market and unattended retail service solutions.

Greg initially joined Coke Florida in 2016 as Coke Florida's Director, Business Insights and was then promoted to Vice President, Business Transformation. He holds a degree in Business Administration from Troy University.

We know CCBA Members join us in congratulating Greg!

Scott McLaughlin Named Vice President, Field Franchise Operations



Coca-Cola Beverages Florida, LLC (Coke Florida) has named Scott McLaughlin as Vice President, Field Franchise Operations.

In this role, Scott leads Coke Florida's territory general management and field sales organizations, inclusive of sales and merchandising execution with local and national customers, business development, and sales capability. He will also help drive ongoing business transformation with an emphasis on the company's route-to-market evolution.

Joining Coke Florida in 2015 as Director, Capability, Scott has held roles of increasing responsibility. He served as Territory Director of Coke Florida's South Region, which includes St. Petersburg, Sarasota, Fort Myers, Palm Beach, Miami-Dade, and the Keys. In July 2022, Scott was promoted to his most recent role, Vice President, Planning - Commercial Operations.

Scott has nearly 30 years of experience in the Coca-Cola System, having worked in various leadership roles with Coca-Cola Enterprises and Coca-Cola Refreshments before Coke Florida was formed. He holds a degree in Business Administration from the University of Findlay.

We know CCBA Members join us in congratulating Scott!

Coke Florida Human Resources Team Achieves Top 100 Global Award

Coca-Cola Beverages Florida, LLC (Coke Florida) Human Resources (HR) has received a 2023 OnCon Icon Award for recognition as a Top 100 Global HR Team.

The OnCon Icon Top 100 Awards, presented at OnConferences, celebrate top professionals for their reputation in business and teams in various industries for demonstrating organizational excellence. This global recognition is a tremendous achievement for Coke Florida, which operates across an exclusive 18-territory sales and distribution market in Florida. Coke Florida's HR team is committed to fostering growth, diversity and inclusion, and talent development.



Scan code to view the full press release:

American Beverage Announces Election of New Chair, Officers and Members to Board of Directors



American Beverage Board of Directors voted to elect Bill O'Brien, chief executive officer, Reyes Coca-Cola Bottling as its chair in October. Bill succeeds Matthew Dent, president and chief executive officer, Buffalo Rock Company, who was elected Chair in 2020. We know Members join CCBA in congratulating Bill. His experience and depth of knowledge across the beverage industry will be invaluable.



To read the full press release, scan code:



UNITED Announces Ernie Merritt as Vice President, Central Region

The Coca-Cola UNITED Board of Directors unanimously elected Ernie Merritt to assume the role of Vice President, Central Region, effective January 1, 2024. Ernie will succeed Bo Taylor who will be focusing entirely on leading Operational Transformation and Route to Market activities, a key objective of UNITED's strategic plan.



Ernie has been with the Coca-Cola UNITED family since 2014 and was named Southern Pine Division Director in September 2020. Prior to that, he served as Key Account Director for the Central Region, leading UNITED's regional and local retail customer management process and our National Retail Sales Key Account Development teams. These roles allowed Ernie ongoing collaboration with all four divisions across the Central Region, a thorough knowledge of how the Region staff supports the division teams, and the development of strong customer relationships.

In his three decades with Coca-Cola, Ernie has acquired a deep knowledge of customer management, retail and on-premise sales operations, and revenue growth management. Ernie has also embedded himself in the communities he operates in and has developed long lasting relationships with Coca-Cola UNITED's key partners. His proven leadership, his passion for people and his broad understanding of all aspects of our business will be the foundation of his success as he leads Coca-Cola UNITED's Central Region.

Ernie is a graduate of Columbus State University with a Bachelor of Business Administration. He serves on the boards of the Petroleum & Convenience Marketers of Alabama (PCMA), the Cameillia Bowl Executive Committee, and the Alabama Beverage Association.

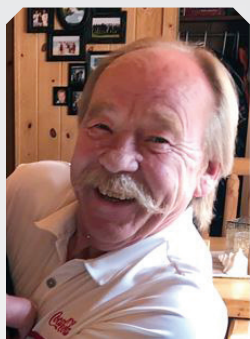
We know our members join CCBA in congratulating Ernie on his well-earned promotion



Coca-Cola UNITED's Gianetta Jones Honored with Birmingham Business Journal's C-Suite Award

Congratulations to Gianetta Jones, Coca-Cola UNITED Senior Vice President and Chief People Officer, who was among the honorees at the Birmingham Business Journal's 2023 C-Suite Awards ceremony held in June. The awards recognize excellence among chief-level leaders in metro Birmingham. Honorees were chosen from a field of nominations based on contributions to his or her company, the company's track record of performance, the leaders' role in his or her industry, and impact in the community, among other factors.

In Memoriam



Jerald 'Jerry' Mathew Stevens
Bemidji Coca-Cola
August 9, 1951 - November 18, 2023

Jerald Mathew Stevens was born August 9, 1951 in Bemidji, MN, to Glenn and Mickey Stevens. He passed away on Saturday, November 18, 2023, surrounded by his family. Jerry was raised in Bemidji, graduating from Bemidji High School in 1969. He started working for Coca Cola Bottling of Bemidji when his father Glenn took over in 1966, Jerry was 15. He left for the cities to do roofing for a few years and then returned to Coca Cola. Like his father, Jerry was still active in the company's management at the time of his death. Jerry took great pride in the Coke Shop where he worked along side of his wife, Beverly and two sons Matthew and Cody.

Jerry's love for his friends and family was only exceeded by his generosity. He was always trying to improve the lives of those around him. Although otherwise being an honest man, he was known to fudge the numbers a bit when playing his favorite game, cribbage with friends and family. When he wasn't sneaking treats for the grandkids he could probably be found mowing the lawn, texting his friends or enjoying the outdoors. In his earlier years he collected many species of butterflies and looked forward to teaching his grandkids how to do the same.

Jerry loved the outdoors. He enjoyed fishing, hunting and taking the grandkids on the golf cart, berry picking or picking apples from his beloved apple trees. He was a huge fan of the Minnesota Vikings and would not miss a Sunday game.

Jerry was a member of the Eagles club for 47 Years and made it a point to donate to many other local organizations. He also supported his dear friends in many endeavors and was a proud sponsor of Reed & Reed Racing. He was an avid bowler, curler, trap shooter, and golfer. Scoring a perfect 300 in bowling in 2007 and excelling at almost anything he competed in. He was active in many other sports including wrestling and softball, for which he sponsored and played on the Coca Cola softball team for more than 43 years. He was passionate about supporting his two sons through the years in various sports and traveling with them around the world as they competed in Curling. He enjoyed horseshoe tournaments and any excuse to have a drink his long-time buddies. Jerry knew how to have a good time and always looked for reasons to celebrate. His confidence in many areas of his life created a great amount of luck for Jerry, if there was one winning pull tab in the box, he could find it.

Jerry always said, "Everything comes out in the wash." We truly believe this is such a testament to Jerry's spirit. Quick to understand, but slow to speak. He had an endearing wit, kind heart and a fierce conviction for what he believed. Jerry has forever left a mark on the lives he has touched, to say he will be deeply missed is an understatement.

Jerry is survived by his wife, Beverly Stevens; his two sons Matthew (Rachel) Stevens and Cody (Ashley) Stevens; and three grandchildren; Bexley, Ryker and Daxton Stevens. He was preceded in death by his parents, Glenn and Mickey Stevens, and sister, Joann (Stevens) Carlson.

In lieu of flowers please make a donation in Jerry's name to Bemidji Youth Curling or Bemidji Youth Baseball.



Neil Gordon Barry, Jr.
Middlesboroi Coca-Cola
October 23, 1934 - July 04, 2023

Neil Gordon Barry, Jr., was born October 23, 1934. He was the only child of Mary W. Barry and Neil G. Barry, Sr. He was married to the love of his life, Pauline H. Barry, lovingly known as "Tunie", on August 27, 1955. They had two children, Dr. Neil G. Barry, III (Jane), and Jill Elizabeth Barry, and two grandchildren, Dr. Neil G. Barry, IV (Meka), and Elizabeth Barry (Scotty) Romans, and three great-grandchildren: Neil G. Barry, V, Maggie Wilhoit Barry, and Elizabeth Dianne Romans.

Also left to mourn his passing, sister-in-law Patsy Hamlett of Middlesboro, Kentucky, and sister-in-law Ann Hamlett Ferguson (Norman) of Middlesboro, Kentucky, brother-in-law Dr. Joe Hamlett (Donna) of Saratoga, New York. He also had many beloved nieces and nephews. In addition to his parents, he was preceded in death by his brother-in-law Jay Hamlett.

Neil loved Middlesboro and served on many boards including the National Bank Board of Directors, Salvation Army, Chamber of Commerce, Kentucky Bottlers' Association, The Coca-Cola Bottlers' Board of Governors, and Chairman of the Mainstream Bottlers' Association. He attended Middlesboro High School, was a graduate of Transylvania University, and was completing an MBA at the University of Kentucky when his father died. He then came back to Middlesboro and was involved in the Coca-Cola business for over sixty years where he served as President and Chairman of the Board until his death.

In lieu of flowers Neil's request was for donations to be made to First Christian Church, PO Box 971, Middlesboro, KY, 40965 or the Salvation Army, PO Box 148, Middlesboro, KY, 40965 or the church of your choice.



Ronald G. Morin
Coca-Cola Northeast
May 23, 1968 - October 25, 2023

Ron Morin passed away during the tragic events that unfolded in Lewiston, Maine on October 25, 2023.

Ronald, "Ron", was born on May 23, 1968, in Lewiston, the son of Anita Hamann Gosselin and the late Richard Morin. He was raised by Anita and her husband Daniel Gosselin and was one of eight siblings.

Ron graduated from Lewiston High School in 1986. He had been employed by Coca-Cola Beverages Northeast since 1989. He was a Sales Merchandiser in the South Portland Sales Center and a valued member of the Coke Northeast family for over 30 years. Ron was a highly regarded friend, mentor, and coworker to all who knew him. He was a dedicated and hardworking employee who prided himself on never missing a day of work and valued the relationships he built with his colleagues and customers. His infectious enthusiasm was recognized by all who had the privilege to work with him. Ron trained many Coke Northeast employees, who nicknamed him "The Legend", in light of his high standards.

He married the love of his life, Lynn Morin, in May of 1990. They soon after had two wonderful children together, Amy and Eric. Ron was a devoted husband and father who was always available to provide unwavering support. He was very proud of Amy and Eric, and their accomplishments. Both Amy and Eric currently live with their spouses in Charleston, S.C., and Ron was anxiously awaiting retirement to relocate to be closer to his children.

Those who knew Ron would acknowledge his keen sense of humor and ability to make everyone feel loved and seen. He had a passion for making others laugh. When he wasn't working or spending time with family, he loved being active in the Lewiston/Auburn community. He was an avid ice and floor hockey, softball, and cornhole player. He loved to engage in local workout classes and umpire softball. Through these activities, he made countless lifelong friends.

Ron was predeceased by his father Richard Morin and his sweet dog, Abbey who was his pride and joy.

He is survived by his wife, Lynn Morin, of 33 years; his daughter Amy (Morin) Puciaty and her husband Nick; son Eric Morin and his wife Allyson; siblings Marcel Morin and his wife Peyton, Paul Morin and his wife Lisa, Bob Morin and his wife Jill, Dan Morin and his wife Laura, Steve Gosselin and his wife Michelle, Tanya Morissette and her husband Lucien, and Lynda Purrington; in-laws Rene and Lucia Morissette and their children, Terry Morissette, Moe Morissette and his wife Stacey, Muriel Gosselin and her husband Scott, Eddie Morissette, Jeannine Silberman and her husband Adam, Jeannette Morissette and partner Matt, Lee Morissette and his wife Ashley; and numerous beloved nieces, nephews and cousins.

Words can't define or convey the joy and enthusiasm Ron would bring to any activity he participated in. Those whose lives were blessed and enriched by knowing and working with him will certainly miss him. We have all lost a great friend, employee, citizen, and person with Ron's passing.

2023 401k and Financial Management Forum Highlights

CCBA hosted its 2023 401K and Financial Management Forums at the Mission Bay Resort in San Diego, California June 20-23. The Forums are always packed with excellent sessions and content. It's also always in a beautiful setting!

Stephanie Griffin, CCBA Director Employee Benefits, hosted the half day 401k Forum alongside sponsors Principal, NFP, and T. Rowe Price. The agenda was packed with topics including a CCBA 401k Plan update and a presentation on Generational Savings by Principal, review of SECURE 2.0 and what it means for employers by USI, market update by NFP, and insights on markets and participant behaviors by T. Rowe Price. The attendees then broke out into small groups and discussed best practices and experiences on specific topics before reconvening and sharing learnings with the whole group. The meeting was adjourned, and attendees enjoyed their afternoon in sunny San Diego before a poolside welcome dinner held later that evening.

After an evening of delicious food, lively conversation, and (surprise!) fireworks, Suzy Higginbotham, CCBA CFO welcomed Members to the Financial Management Forum and thanked Sponsors, Cardata and CHG Meridian. The group heard presentations on SECURE 2.0 Act of 2022, macro-outlook of the 2024 commodities environment, an update on the System Military Community Hiring Initiative, and a "hacker's" view of the cyber threat landscape with sobering statistics, trends and dynamics.

Day two kicked off with a comprehensive overview of our system economics, cost-effective ways of keeping employees on the road and leveraging data to achieve a lower overall carbon footprint, Reyes Coca-Cola approach to Sustainability Planning disciplines, and insights from the Bottler Financial Survey including Bottler panelists discussing how they successfully manage key benchmarking metrics. The group also enjoyed thoughts on the beverage industry and the future of our economic landscape, a panel discussion by CCBSS on ARTM, CIS & Pricing, and ended with breakout sessions for CONA and NorthStar. It could not have been a more beautiful evening to enjoy delicious food, drinks and conversation at the group dinner on the hotel grounds overlooking the bay.

Day three included a panel of NAOU senior finance leaders, an update on NPSG, and concluded with a stewardship and advocacy update by John Gould, CCBA CEO & Executive Director.

The Financial Management Forum is open to all Bottlers and provides an excellent opportunity to discuss meaningful financial management topics, collaborate with fellow members and industry colleagues.



Scan the code to view Forum presentations.
(You will need your CCBA website password to access.)



Special thanks to our 401K and Financial Forum sponsors!



2023 Risk Management Forum

This year's Risk Management Forum was held November 1-3 in Orlando, Florida. Managing risk is critical in our industry and essential in maintaining a healthy and profitable business. This CCBA-produced forum is designed to address topics targeted to current challenges and Member needs across a broad range of risk management topics. The agenda featured presentations by subject matter experts from industry-leading organizations and firms.

Day one commenced with an update from a long-time supporter of our Forum, American Beverage's Barbara Hidden, VP, Head of Federal Affairs. Barbara covered developments and updates from Capitol Hill that can or will impact our system. She shared news and status on beverage legislative and political focus across the state and federal levels. Barbara also provided key considerations for navigating our political and government environment as we anticipate 2024. Davy Snowden, Founder of Pristine Condition International took the stage and delivered an engaging and interactive presentation that addressed our industry's changing culture and a commonsense approach to safety. Davy brought a refreshing and unique approach to motivating ourselves and our employees by viewing our challenges in a different way.

This wouldn't be a Risk Management Forum without John Bode, Esq., of the law firm of Miller & Martin, entertaining our audience while providing a serious look at the latest developments in labor and employment laws. And, legal discussions were a great segue to the next topic central to managing risk. The Coca-Cola Company's Paul Berkemeier, VP International Treasury and Insurance, and Britt Eilhardt, Managing Director Cyber, Brown & Brown provided a comprehensive overview of Cyber Risk and Insurance in our System, offering insight into The Coca-Cola Company's Cyber Insurance Solution.

Brittany Wiebe of Pest Elimination, at Ecolab presented an overview on the Impact of Proactive Pest Management and Mitigating Risk. Ecolab has been a long-term partner of our Bottling System and offered a look into an area of risk we don't often focus on.

After the break, Craig Dancer, Casualty Insurance Leader and Managing Director of Marsh offered thoughts and best practices on Navigating the Challenges of the Storms of Fleet Insurance. Fleet risk is consistently a material challenge faced by our Members and Craig's presentation provided valuable perspective.

The day concluded with a comprehensive overview and discussion led by Jen Ritter, Director, EHSS, Coca-Cola Beverages Florida on Flexibility in Assessing Your Risk. Jen provided the audience with examples and emphasized the importance of Adaptation and Accuracy.

Day two began with an engaged panel that discussed key risk management concerns for our Bottling Community. The panelists included Gordon Mandt, The Odom Corporation; Charles Norton, CCBA; Doug Tagtmeyer, UNITED; Erin Black, CCBF; Brad Paterson, Swire; Torrey Burns, SWB and Dennis Padgett, Consolidated. Each shared their thoughts and experiences on topics such as training, emergency preparedness and communications, resource sharing; common concerns around metrics, scorecards, and effective risk management, as we seek to continuously improve.

Marsh's, Andrew Woodard capped the agenda with a discussion on how Safety Assessment Tools, with reliable data, can add ease and confidence to your decision-making. We are at a point in our System in which measuring risk and results is an issue of great focus and importance. Andrew's time with the group was informative, as he shared a functional and highly applicable tool for CCBA Members.

The Risk Management Forum is open to all Bottlers and provides an excellent opportunity to collaborate and engage in meaningful discussion with fellow Members, industry colleagues and experts on topics unique to your business. The topics are timely and offer real value to our Bottling organizations in today's environment.

For more information, contact Charles Norton at 678-539-2304; (cnorton@ccbanet.com.)

Very special thanks to CCBA's sponsors of the 2023 Risk Management Forum!



Time to Celebrate...

Congratulations to the House, Davis and Bitzer Families!

Introducing...



Houston House

May 15, 2023

7 lbs. 8 oz.

19 inches



Houston joins his sister Charlotte Louise who turns two in December!

Proud Parents:
Charles & Anna House

Proud Grandparents:
Dwight & Trudy Frierson



Noah William Bitzer

November 28, 2023

8lbs. 1oz.

20.5 inches

Proud Parents:
Nick & Laura Bitzer

Proud Grandparents:
Charlie & Shelley Bitzer

Noah joins his big sister Blake who turns two this month!



Thomas Austin Davis

April 28, 2023

7lbs. 7oz.

19.5 inches

Proud Parents:
Luke & Grace Davis



Thomas joins his sister Ruby Hinton who turned two in July!

Congratulations to Our Happy Couple!

Lauren Ann Graham, daughter of Mr. and Mrs. Hardy Graham, Jr. (Meridian Coca-Cola) and Dalton Esley McHenry were married Saturday, June 3, 2023 at Saint Paul's Episcopal Church in Meridian, MS. Following the evening church service, the Graham family hosted a reception at their home.

Lauren's sister, Lillian Coralee Graham served as maid of honor and Dalton's two brothers Beau Micheal McHenry and Jackson Reid McHenry served as his best men.

We know our Members join CCBA in wishing the very best to Lauren and Dalton!





Thank You AGAIN to Our 2023 Annual Meeting Sponsors!

**We want to thank our CCBA Annual Meeting Sponsors for their support
as partners in success across our system!**



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- Behaving Like Owners
- Being Innovative
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total beverage business needs across the country. SE Ellis is a certified Minority Business Enterprise (MBE) and has participated in The Coca-Cola Company's Supplier Diversity Institute.

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- Mobile devices & plans for sales, technicians, merchandisers, drivers & others
- Connected Freestyle & SWIPE cashless vending machines that provide a seamless experience for your customers and give you access anytime to the health & levels of the machines.
- Connected coolers that provide real-time analytics on door swings, temperature, health, and inventory.
- Tracking pallets, tanks, vehicles, and other assets to optimize productivity.
- Networks, Voice, Collaboration and Contact Center, all available as-a-Service, all protected by world-recognized Cybersecurity
- Private Wireless, delivering today the future of automated and secure distribution centers and warehouses.

Learn more at: verizonwireless.com



WestRock provides innovative, sustainable, fiber-based packaging solutions for consumer and corrugated packaging markets.

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- Beverage Cartons
- Labels
- Machinery
- Corrugated Containers
- Merchandise Displays
- Recycling Solutions

Learn more at: westrock.com





Claude Nielsen, center, at the unveiling of the Claude Nielsen Award for Excellence in April 2023 with wife Kate Nielsen, left, and Walker Jones.

Coca-Cola UNITED Announces New Award Named for Claude Nielsen

Coca-Cola UNITED has announced the creation of the Claude Nielsen Award for Excellence. This is the first award of its kind to recognize a team of associates who exemplify the company's "Associates First" culture, service to customers and consumers, and commitment to local communities.

Claude Nielsen, the award's namesake, retired in April 2023 after 20 years as Chairman of Coca-Cola UNITED's Board of Directors and **more than 40 years with the company.**

"Claude is not only one of the architects of the U.S. Coca-Cola System as it stands today, but his knowledge of our history and the beverage industry – along with his passionate commitment to our associates, customers, consumers and communities – are foundational to UNITED's success all these years," said Coca-Cola UNITED President and CEO Mike Suco. "To be honest, no one believes in and lives by our purpose and values more than Claude. He has always valued our associates as the bedrock of our success."



The winning team, to be announced in March 2024, will be determined by key metrics and qualitative data that are gathered annually. The winner's prize includes a trophy designed by metal artists at Sloss Furnaces National Historic Landmark in Birmingham, as well as a celebration in their geographic location and a \$25,000 donation to a nonprofit organization of their choice.

Mike added, "Not only is this award a celebration of Claude and his remarkable career, it is also a celebration of our 10,000-plus associates who work hard every day to bring the real magic of Coca-Cola to our customers, consumers and communities."



Scan code to view Claude's farewell letter to Coca-Cola UNITED:



Happy Holidays to Everyone!

Best wishes for a happy, healthy and prosperous 2024!

John Ken Linda
Ilene Jeff Stephanie S
Suzy Stephanie G Charles

3282 Northside Parkway, Suite 200 | Atlanta, GA 30327

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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@cceanet.com.