

2010 schedule of events

Western Sales/Mainstream
February 11-13, 2010
(Place to be determined)

Scholars and Top-to-Top
March 25-26, 2010
(Place to be determined)

CCBA Board Meeting
April 15-16, 2010
(Place to be determined)

CCBA Public Affairs
Committee Meeting
April 19-21, 2010
(Place to be determined)

HAVE A GREAT

Holiday
Season

If you have any stories, concerns, or information about your Bottling organization or employees that you want to include in our next edition of *The Bottling Line*, please contact **Mark Cannon** at the Association at 678-539-2309.

3282 NORTHSIDE PARKWAY NW
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ATLANTA, GEORGIA 30327

Bottlers' Foundation Re-Opens for Business

The Coca-Cola Bottlers' Foundation is pleased to announce that we will once again be writing checks to our Bottlers' favorite charities! As you know, we had to suspend our operations due to the difficult economic conditions, but we think the market has now stabilized to the extent that we can now honor our commitments to our Bottlers, thus allowing them to access their remaining funds.

Regrettably, it does not appear that we will be funding the Foundation beyond this prior commitment. This could change depending on the economy and programs that CCBA has initiated, which could very well produce added revenue to eventually refill the coffers of the Foundation. We will keep you posted.

So, for the handful of Bottlers that have used their entire allocation, great job! To the majority of our Bottlers, you now have access to your remaining funds, to prove that we are indeed **Committed to our Communities.**



Kokomo Coke's Craig Severens (right) presenting a check to Kevin Kuhns for the United Way of Howard County.

Coca-Cola Bottlers' Annual Meeting

The wet, dreary, grey day that welcomed members of the Coca-Cola Bottlers' Association to Atlanta could do nothing to dampen the optimism that was apparent in the Omni CNN Center as president Cookie Rice opened our annual meeting of Coca-Cola Bottlers.

CCBA's Tom Haynes then proceeded to get right down to business as he detailed the financial outlook for the Association (which is improving to the point of allowing us to re-open our Foundation), our cooperative efforts and overall positive ongoing relationship with The Coca-Cola Company, Mainstream integration and hedging programs. Tom then discussed the number one hot topic dominating the news across the country, health care, and our efforts to help Bottlers reign in the continually escalating costs. We have presented an update with all the particulars in a separate story of this edition of *The Bottling Line*, but we can't omit Tom's homage to Hollywood as he donned the persona of Jerry McGuire and promised to "show Bottlers the money!" Tom defined our role at the Association as one entirely focused on improving our Bottlers bottom line. How can CCBA help the Bottlers, he asked? By restructuring our insurance offerings to give our Bottlers a stake in the programs, through our hedging programs, and by continuing

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Cookie Rice welcomes Bottlers to the annual meeting.

Coca-Cola Bottlers' Annual Meeting

continued from front

- 1 Ozark Coke's Sally Hargis discusses public policy challenges
- 2 Great Plain's Bob Browne and Corinth's Sandy Williams
- 3 Atlantic's Kirk Tyler address the Bottlers
- 4 Tom Haynes discusses CCBA programs
- 5 Dickinson's T.J. Herauff, The Chesterman Company's Jay Chesterman, Durango's Meredith Maple and CCNA's Paul Wood
- 6 Paul Wood, Bruce Barritt, Tom Haynes, Fred Barritt – our Bermuda Bottling partners
- 7 Western Kentucky's Jimmy Briggs, Albert Clark from NE Mississippi, CCNNE's Larry Lordi and High Country's Trevor Messinger
- 8 Viking Coke's Michael Faber poses a question
- 9 Swire's Jack Pelo, Sandy Douglas of CCNA, CCBA's Ann Burton and Swire's Paul Lukanowski





to work with The Company to ensure every Bottler gets a fair outcome from the emerging alternative route to market plans.

New CCBSS president Dave Katz, along with CBS's Jim Marvel came on to discuss their updates on strategic plans and what Bottlers can expect for trends in the commodities markets. The Ozark's Sally Hargis, the chairwoman of the newly formed Public Affairs Committee, then came on to discuss public policy initiatives. Sally



presented recently produced television commercials intended to make our voice heard in regards to the misguided soft drink tax, and judging from the dialog that is being floated around the media and Congress, Sally and the committee will be quite busy in the months to come.

Mercer Insurance representatives Kate Henry and Shital Dave then took the stage to expand on the new health insurance initiatives. The bottom line and ultimate goal for these initiatives is cost savings throughout the program through



expansion with purchasing partners from Miller/Coors, creating greater economies of scale, thus contributing positively to every participating Bottlers' P&L.

A guaranteed way to get the heartbeat up and burn some of those lunch calories is to have a lively discussion of industry issues and Kirk Tyler, Tom and Wes Elmer didn't disappoint. Alternative route to market is a

hot button issue for each and every Bottler, and Kirk elaborated on how the committee is addressing this often contentious issue.

Day one ended with the always uplifting Coke Scholars report along with the announcement that Claude Nielsen has taken over for Sandy Williams as Chairman.

The second day of the annual meeting brought reports from Paul Lukanowski about marketing, Bobbie Golden discussing OPC issues and a customer/CLC update, and a still beverage/Vitaminwater update from Brian Kelly and Hal Kravitz.

Coca-Cola North America President Sandy Douglas then addressed the Bottlers, stating a critical need for unity and collaboration as the Coke system accelerates its momentum with consumers and customers. Two critical external issues were addressed as Sandy discussed the pending acquisitions of our competitor's two largest bottlers, and the proposed tax on sugar-sweetened beverages. Sandy noted the excellent progress made on resolving system business issues over the past two years, including our brand portfolio, system economic model, ARTMs, and customer governance. He then urged the assembly to contact Members of Congress to ensure our voices are heard to fight the sugar tax and join Americans Against Food Taxes.

The day ended with breakout meetings where hot topics such as our health care benefit initiatives, antitrust compliance training, supply initiatives, 401(k), hedging, family business planning and other topics were further explored and explained.

As you can see, the annual meeting was filled with exciting new programs and initiatives all designed with the Coca-Cola Bottler in mind. If you didn't attend or send a representative, we urge you to get involved! These are dynamic times for our country and our business in particular. Whether we like it or not, changes are taking place that will affect your organization. We believe that we have plans in place to assist you in weathering these changes, growing your business, and most importantly, showing you the money!

All in the Family

The business of bottling Coca-Cola has traditionally been one of hard-working families passing on these flourishing businesses to the next generation. Unfortunately, however, the grim statistic is that 2/3 of family controlled businesses in the United States do not survive into the next generation. Our recent annual meeting afforded Bottlers the opportunity to meet with Terrance and Leon Resnick of the Resnick Associates, who provided techniques to assure Bottlers that their enterprises continue and addressed critical mistakes that are common among highly successful business owners. To

quote Corinth Coca-Cola's Sandy Williams, "It's easy to spend all your time fighting alligators and forget to drain the swamp. The Resnick twins provided a good dose of reality in their session on Family Relations — jarring our memory on a number of issues while throwing in some new twists on estate planning. An enjoyable very short hour." Idabel Coke's Ed Fulmer said he couldn't wait to get back home and call these guys...which he did. The well attended breakout session provided ways and means to assure our Bottlers that they can pass on their legacy for generations to come.

Consolidated's New Baby

Coca-Cola Bottling Company

Consolidated has recently opened a new warehouse and logistics center in Roanoke, VA. Consolidated's president and CEO Bill Elmore says the expansion, which totaled more than \$9 million and will create 10 jobs, also includes a new bottling line at the company's plant in downtown Roanoke. The company also donated a Toyota Prius to the Western Virginia Land Trust to help the organization's conservation efforts.

IN MEMORIAM

Please take a few moments to reflect on the lives of these individuals who meant so much to their family, friends and co-workers.

Ronald Godbout Mile High Beverages and the Coke Bottling system lost a valued leader and friend as Ron Godbout recently lost his battle with cancer.

Ron was born and raised in Butte and received his business and history degree from Montana State University in 1970. In 1963 he met the love of his life, Gaye, and for nearly 40 years shared a love for life surrounded by a loving family.

In March of 1973, Ron's father Lefty passed away. At the age of 25, Ron took over running the Coca-Cola Bottling Company now known as Mile High Beverages. Ron was a generous employer and treated his employees like family, as evidenced by the many long, cherished friendships he maintained with both current and former employees.

Ron's passion for friends and golf was duly exemplified as he hosted the annual Coca-Cola Classic Tournament at the Butte Country Club. This year was his 25th year of hosting the tournament, and was honored as the tournament was renamed the "Ron Godbout Coca-Cola Classic Tournament."

As a former standout athlete for Butter High School, he was a staunch supporter of local athletics, as a coach, sponsor and constant donor. Mile High Beverages and his family will continue Ron's legacy in the community in his honor.

James Patrick Roddy III The former President of Roddy Coca-Cola Bottling Company and former CCBA Board Member passed away at the age of 80 in Knoxville, TN. Pat graduated from the Baylor School in Chattanooga and attended the University of Tennessee. He was an avid painter, and his works were included in exhibitions by the Tennessee Watercolor Society and the South Carolina Watercolor Society.

Cora Lee Graham The mother of Meridian Coke's Hardy Graham and Union City, TN Coke's Newell Graham recently passed. Mrs. Graham's Coca-Cola roots ran deep as she was the daughter of Richard Newell Poindexter, founder of Meridian Coca-Cola and the niece of Hugh Smith, founder of Union City Coca-Cola. She recently turned 93 and was sick only a few hours and died peacefully. She enjoyed a full rich life for a long time.

Agnes Sumner Shellhorse Former CCBA employee Agnes Shellhorse passed away in Charlotte, NC, surrounded by her loving family. She was born in Tifton, GA, and attended the Georgia Teachers College in Statesboro, GA. She later moved to Atlanta, where she worked in our group health section for nearly 18 years.

Nelda Wilson Mrs. Wilson, co-owner of the Coca-Cola/Dr Pepper Bottling Company of Nashville, Arkansas, recently passed away at her home. She was an amazing woman who touched countless lives in her community. She was a tireless volunteer and philanthropist, but above all else, loved her family and friends. Mrs. Wilson was her high school valedictorian and loved gardening, traveling, genealogy, and horseback riding. She was an active member of the Mine Creek Daughters of the American Revolution, headed the Easter Seals and American Heart Associations in Howard County for many years, was instrumental in publishing the Howard County History Book and helped create the Howard County Heritage Club. She was a charter member and past president of the Nashville Junior Auxiliar. As a member of the Howard Memorial Foundation, she was so pleased to see the new hospital completed with the support of the Foundation.

Antitrust Training

C CBA will roll out a new on-line training program in early 2010, which will provide you and your key associates with a web-based training program designed to give you an overview of the antitrust laws. Do you go out into the marketplace and deal with customers and sometimes competitors? Probably so, and you need to know how antitrust laws affect your business, and how you can protect your business.

The on-line training will include examples of practical guidance for how to comply with the law in your dealings with both customers and competitors, along with common scenarios in which antitrust issues often arise.

Ignorance of the law is no excuse! Come join us on-line early next year to insure both you and your business are in compliance. We'll keep you posted for details.

Health Care Initiative UPDATE

Earlier, we reported that CCBA was exploring new ways to make health care more affordable and effective for our Bottlers. We are pleased to report that we have accomplished that goal!

As virtually all Bottlers now know (since we have had individual discussions with nearly all of you), we have completed the redesign of our health care program and now have a solution that is more affordable than the current coverage for the vast majority of Bottlers. The solution, developed in partnership with Mercer and CIGNA, utilizes CIGNA's national networks, claims management, and wellness and disease management programs, plus a totally unique structure that reduces costs *and* risks to plan participants, to deliver Fortune 500 benefits at Fortune 500 pricing to even the smallest bottlers.

Our analysis to date shows average bottler savings in the 20% range, with individual cases where costs under our program were only 50% of current costs for comparable coverage. We have already added a number of bottlers to the program and more are joining each day. If you haven't looked at this program yet, you are missing the most valuable opportunity that CCBA has ever brought to the bottling system.

The short term opportunities for savings are only the beginning of the story. We have partnered with Distributor Solutions, Inc., which is basically the Miller/Coors equivalent to CCBSS, and will soon complete an arrangement with the NBWA to offer this program to beer distributors nationwide through the Association of Independent Beverage Distributors. This AIBD/beer distributor initiative will allow us to further reduce pricing and enhance savings and coverage. Moreover, insurance coverage will be provided through newly formed CCBA captives and the profits from the insurance written by the captives for both Coca-Cola bottlers and beer distributors will be returned to CCBA members over time, in the form of reduced premiums (much like our products and other liability insurance programs).

This is an entirely new approach to insurance, not only for CCBA, but also for the industry. While many Bottlers are appropriately concerned about healthcare reform ideas coming out of Washington, CCBA is generating its own set of reforms and they will actually generate more affordable coverage and enhanced health care for your associates long before any idea that may be implemented by the federal government goes into effect. And these are reforms that will actually work!

The Coca-Cola Scholars Foundation has named Claude Nielsen as Chairman of the Board of Directors

"Claude Nielsen and Coca-Cola United have been strong supporters of the Scholars Foundation from the beginning," said Mark Davis, President of the Coca-Cola Scholars Foundation. "We are looking forward to his leadership as we continue the Foundation's support of education."

Nielsen is Chairman and Chief Executive Officer of Coca-Cola Bottling Company United, Inc. Under Nielsen's direction, Coca-Cola United has become the 3rd largest Coca-Cola Bottler in the United States. Coca-Cola United is comprised of 19 franchised Coca-Cola territories operating in Alabama, Georgia, Louisiana, Mississippi, Tennessee and South Carolina. It operates four production centers and employs 2,600 people.

A native of Evergreen, Ala., Nielsen graduated with a BA in Economics from The University of the South at Sewanee and received his Masters Degree in Business from The Colgate-Darden School of Business at The University of Virginia. Nielsen also serves on the boards of the American Beverage Association and The Coca-Cola Bottlers' Association, where he served a two-year term as President.

Nielsen follows H.L. "Sandy" Williams who served as Chairman of the Scholars Foundation for nearly 14 years. Under Williams the Scholars Foundation saw an increase in the number of Regional scholarship recipients from 100 to 200, an increase in the amount of the Regional scholarship award from \$4,000 to \$10,000 and the creation of the Two Year Colleges Scholarship. Williams will remain an active member of the Scholars Foundation Board of Directors.



Escape From Alcatraz!

Now, why would anyone want to jump into cold water and swim across San Francisco Bay? The easy answer of course is to get to the other side, but for CCNA's Alan Rabb it was the desire to compete in the 17th Annual Alcatraz Sharkfest Swim. Braving 55 degree water temperatures and 3 foot waves, Alan completed the 1.5 mile swim from Alcatraz to San Francisco, finishing 2nd out of 74 in his age group and 44th overall out of 870 other swimmers. *Way to go Alan!*

Coca-Cola Scholars Foundation News & Updates

Coca-Cola Scholars Foundation Fall Receptions

The Scholars Foundation is hitting the road this fall and would love to connect you with the Coke Scholars in your area. It is our desire to engage Bottlers on a higher level with the program and ensure that you are aware of the amazing things that the Scholar Alumni are doing in your communities. If you are interested in co-hosting a reception (no financial commitment required) please contact Carolyn Norton (cnorton@na.ko.com) as soon as possible for additional information. We hope to see many of you this fall!

Our Online Application is Open!

This is a reminder that our 2009-2010 online application is now open for all high school seniors. If you know anyone that might be eligible in your local area or anywhere in the

United States, please encourage them to apply at: www.coca-colascholars.org. If they have questions, they can reach us at: 1-800-306-2653. We appreciate all you do to get the word out about our scholarship program!

Check Out Our "Quest 2009" Publication

Our annual Quest magazine is a publication about what Coca-Cola Scholars are doing to make an impact in the world, and this year it is being written and edited by Coke Scholars as well! As always, we will highlight bottler commitments to education and/or world issues. The Bottlers featured in this coming issue are Frank Harrison (Coca-Cola Consolidated, Charlotte) and Fred Faircloth (Rock Hill Coca-Cola Bottling Company, SC). Please visit our website, starting October 15th, to read these inspiring stories: www.coca-colascholars.org in Quest "Refreshing the World," our 14th issue.

Loss Control/Financial Forum Meeting

What happens when you combine a great location with issues that affect EVERY Bottling organization? You get Bottlers coming together from as far as Maui and New England to attend our Loss Control and Financial Forum meeting in Las Vegas. CCBA's Charles Norton and Ann Burton put together a very informative and well attended meeting that brought together experts on health insurance, finance, pending legislation, loss control, product liability, IT security, and a host of other issues that are pertinent to the day to day operations of our Bottling system. The only negative that came from the meeting (besides any personal financial losses in Vegas of course), occurred when CIGNA provided a health screening for the attendees. After that slap of reality hit most of us, it became apparent that we all need to do a better job of managing our most precious asset, our health!

Did your Bottling organization send a representative to attend this meeting? If not, be sure to make plans for next year, because the combination of a great meeting location with very informative speakers and discussions make for a winning hand that you shouldn't pass up!

CCBA Print Shop Supplies Program

LexJet, in partnership with Distributors Solutions LLC (DSI), is pleased to provide the Coca-Cola bottlers and its in-house print shops with a custom POS printing equipment and supplies program that ensures competitive pricing, Just In Time product delivery, and unparalleled support and service, all in one encompassing and flexible package.

CCBA is partnering with DSI to offer CCBA's insurance programs to the MillerCoors distributor network. DSI is the purchasing agent for the MillerCoors network of 750 distributors and provides more than 20 different purchasing programs to MillerCoors distributors, including the print shop supplies program with LexJet. Based on feedback from bottlers who had access to this program through their MillerCoors relationship, CCBA recently asked DSI to make this program available to all Coca-Cola bottlers.

Effective immediately, this print shop supplies program — with the same pricing and terms as DSI negotiated for the MillerCoors distributor network — is now available to all Coca-Cola bottlers. Ultimately, this program's goal is to reduce costs, improve efficiency, and enhance brand recognition at the point of sale. Following are just a few of the value-added services LexJet will provide CCBA members as part of DSI's print shop supplies program.

Personalized customer service and on-time product delivery. You will not be siphoned into voice mail or deal with an "automated attendant" during regular business hours. You and anyone else in your company will immediately reach a trained LexJet account specialist. Moreover, LexJet has assigned a team of account specialists dedicated to your needs who will provide free product and technical support while they

research and source the most appropriate and economical products for the application. And, with LexJet's cross-country network of distribution centers, you will receive same-day and next-day product delivery in most of the continental U.S.

Custom print media solutions. LexJet offers the most comprehensive line of wide-format and small-format media available in the market. LexJet treats each customer and application individually, and develops the best solution based on the unique parameters of each situation. That's why LexJet media is available in a wider variety of finishes, widths, and roll lengths. LexJet also offers the widest selection of printers, media, ink, software, laminates, adhesives and laminators from top manufacturers — including Canon, HP, 3M, OKI Printing Solutions, Epson, and DuPont — ensuring a variety of product solutions you can depend on regardless of the requirements.

Custom reporting and account management. LexJet's state-of-the-art systems and database management enable up-to-the-second custom reporting with the information you want, any way you want it. LexJet can arrange to have timely reports sent automatically to anyone in your organization on any time schedule, or they can be viewed through a custom Web reporting portal. LexJet's website allows you to view your order and product history, track shipments, and access technical data, product specifications, free ICC profiles, technical support documentation, educational newsletters, and more.

For more information, including product specifics and pricing, please contact Ali Magel, DSI Business Manager, at 303-277-3359 or amagel@dsi-mail.com. For more information about LexJet, go to www.lexjet.com.



Home Depot Presents at The CCBA On Premise Committee Meeting

Dennis Burns, the Sr. Merchant at Home Depot presented at the last On Premise Meeting in Phoenix, Arizona.

Dennis is responsible for the categories of cleaning products, gourmet and publications.

With regards to gourmet, he was responsible for developing and implementing a candy and snack presence in the Home Depot. He reports directly to MVP, Scott Manning.

Dennis noted that in addition to our brands, the largest asset which the Coca-Cola System brings to Home Depot, and to him as the Sr. Merchant, is our DSD System.

Pictured here is Dennis with our On Premise Chairman, Raleigh Lockhart from Swire Coca-Cola, at our On Premise Meeting. Raleigh presented Dennis with a check to Home Depot's Charity on behalf of our System, the charity builds playgrounds and other community enhancements all across America.



Goji Wild! Our Fuze brand has added two new flavors to their lineup: Goji Wild Berry Empower and the Agave Goji Berry White Tea. The new 10 calorie Empower flavor features the crisp taste of goji berries, black currants, cherries and other wild berries and contains antioxidants and vitamins C and E. The Agave Goji Berry Flavored White Tea is a light refreshing addition to their tea lineup and features vitamins C, E, B3, B5, B6, and B12. Even better, now through the end of the year, Fuze will donate 10 cents for each specially marked bottle of Fuze Empower sold, up to a maximum donation of \$650,000, to the Susan G. Komen Race for the Cure!

Apple of Our Eye CCNA announced that Fanta Apple is now available for the first time in the U.S. as a fountain beverage option. Long popular in Mexico, Fanta Apple was tested in select markets in the Southwest, and proved so popular that it is now available nationwide.

Viva Vio! Coca-Cola has introduced its newest creation to select markets, Vio, which comes in four flavors — Citrus Burst, Peach Mango, Tropical Colada and Very Berry. Vio is made with cane sugar, sparkling water and skim milk, plus it's all natural and offers 15% of your daily calcium and Vitamin C. Milk fans will definitely get a kick out of its creamy texture boosted by a light fizz.

Live Nation Promotes Coke Live Nation, the national leader in promotional venues, concerts, content, VIP experiences, and on-line ticketing and e-commerce operations, has partnered with Coca-Cola to form a marketing alliance that makes Coke the official soft drink in most Live nation venues in the U.S. One example of the partnership's potential marketing initiatives is expected to launch this holiday season when 12 million members of My Coke Rewards will be able to bid for Live nation tickets, artist merchandise and VIP trips to House of Blues shows across the country.

Gone Green Newsweek magazine's first ever "Green Rankings" of America's largest 500 companies has ranked CCE number one and The Coke Company number two in the Food & Beverage category! Newsweek and three research partners compiled the rankings by assessing each company's actual resource use and emissions; policies and strategies; and reputation among its peers.

And Speaking of Winners A new report from Interbrand, a global consulting firm, has determined that Coca-Cola is the world's most valuable brand. The report cites The Company's aggressiveness during the recession as the main driver of its top ranking.

It's a Triple Play! The Coca-Cola Company and the Boys and Girls Clubs of America have teamed up to create a program that encourages kids to become more physically active, eat healthier and feel more self-confident. Through the program, children learn about portion and serving size, how to incorporate fruits and vegetables into everyday meals and how small amounts of physical activity "add up." Olympic Gymnast Shawn Johnson is adding her star power to the effort and has been named Triple Play's Ambassador for Action. She will be doing TV interviews across the country to promote the program and press the message of the importance of regular after school exercise to set behaviors that will last a lifetime.

We have seen the Future...and it's Coconuts! Coconut water that is. Coca-Cola has taken a minority stake in Zico, a California based coconut water company. Coconut water is a fat-free, potassium rich liquid inside young green coconuts that is worth over \$300 million a year in sales in Brazil. Coconut water is not to be confused with coconut milk, the liquid that comes from pressed coconut meat. The product has long-term potential in the U.S. because it has several attributes consumers are looking for now in beverages, such as low calories, natural and functional. Many consider it a natural sports drink.

Do these Calories make my Can look Slim? Coca-Cola will introduce 90-calorie slim cans of Coke in 2010 as part of a broader effort to adjust to the demands of consumers trying to make better decisions about their health. The 7.5 ounce mini can will be sold in eight packs, and along with Coke, the packaging will include Sprite, Fanta Orange, Cherry Coke and Barq's Root Beer. The sleek mini cans support the idea of moderation and offers people yet another way to enjoy their favorite Coca-Cola beverage. Additionally, Coke has announced that it will put caloric information on the front of almost all of its global packages by the end of 2011.

Ten to Zero 2010 will see a new version of our Vitaminwater! Vitaminwater Zero has substituted sugar for Truvia, which is a part of a new generation of sweeteners derived from the Stevia plant. The 20 oz bottles still contain vitamins and electrolytes, and will come in seven flavors: XXX (acai-blueberry-pomegranate), multi-v (lemonade), essential (orange), mega-c (grape-raspberry), go-go (mixed berry), recoup (peach-mandarin), and revitalize (green tea). And speaking of added Zeros, PowerAde Zero adds two new classic drink flavors, Orange and Lemon-Lime, plus PowerAde ION4 Advanced Electrolyte System replenishes what's lost through a sweaty workout!

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