

THE COKE CONSOLIDATED STORY, YOUR LOCAL BOTTLER

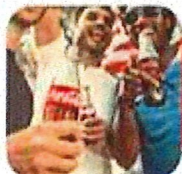
Coca-Cola
BOTTLING CO.
CONSOLIDATED



TEAMMATES
2013: 6,500
2018: 16,000+

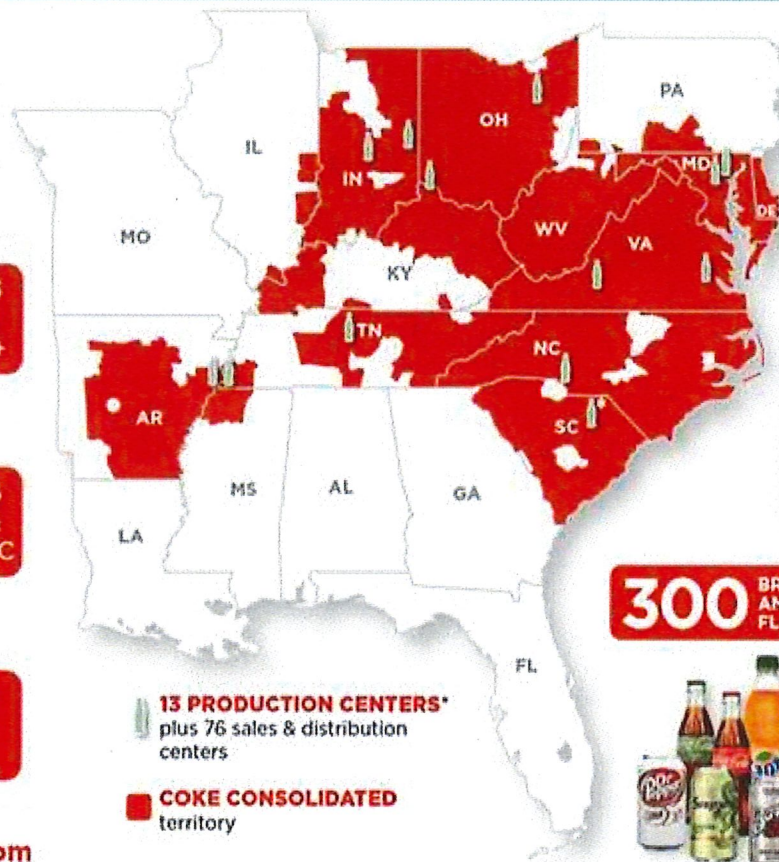


OPERATIONS
in 14 states &
Washington DC



**CONSUMER
BASE**
65 million

www.cokeconsolidated.com



* Behepville, SC facility is a cooperative managed by Coca-Cola Bottling Co. Consolidated

FOUNDED IN 1902
Greensboro, NC

HEADQUARTERS
Charlotte, NC



OUR PURPOSE

TO HONOR GOD IN ALL WE DO. TO SERVE OTHERS.
TO PURSUE EXCELLENCE. TO GROW PROFITABLY.

300 BRANDS
AND FLAVORS



Visit us on:



All content current as of July 25, 2018

Coca-Cola
FOODSERVICE & ON-PREMISE

Coca-Cola Local Team

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Our Brands: we have the most #1's in the World

Our Brands: we have the most #1's in the World



**#1 Brands
across the
entire US**



Sources: 1) Bloomberg Digital Patent Index Public release May 2019; 2) Reuters LHM May 27, 2019 E2; Robin Aspin and Proprietary from Slack Software: 12486 6/As 19, 2019; 3) Sales & Service member involved by lawsuit at Workday 6/AM May 27, 2019 CME data sales





USDA GUIDELINES: QUICK REFERENCE

PLAIN WATER	100% JUICE	MID-CALORIE	DIET BEVERAGE
Unflavored Plain Water (Includes Carbonation)	ONLY 100% Juice/Diluted Juice No Added Sweeteners (Includes Carbonation)	Less than or Equal to 40 Cal Per 8 fl oz OR Less than or Equal to 60 Cal Per 20 fl oz	Less than or Equal to 5 Cal Per 8 fl oz OR Less than or Equal to 10 Cal Per 20 fl oz
NO PORTION SIZE CAPS	PORTION SIZE CAPS	PORTION SIZE CAPS	PORTION SIZE CAPS
✓ELEMENTARY SCHOOL ✓MIDDLE SCHOOL ✓HIGH SCHOOL	✓ELEMENTARY SCHOOL 8OZ ✓MIDDLE SCHOOL 12OZ ✓HIGH SCHOOL 12OZ	✓HIGH SCHOOL 12OZ	✓HIGH SCHOOL 12OZ
 - All sizes of plain bottled water: Dasani, smartwater, and smartwater sparkling are compliant - USDA does not permit natural flavors in the plain bottled water category		 This category includes products with calories outside of 100% juice	 - Includes zero and low calorie sparkling and still products Caffeine is permitted in high school ONLY



USDA-COMPLIANT BRANDS BY SCHOOL





USDA-COMPLIANT CATALOG



Minute Maid®
100% Juice

APPROVED FOR:



Product	Package
Minute Maid® Orange Juice 100% Juice	10 FL OZ PET
Minute Maid® Apple Juice 100% Juice	10 FL OZ PET
Minute Maid® Fruit Punch 100% Juice Blend	10 FL OZ PET
Minute Maid® Mixed Berry 100% Juice Blend	10 FL OZ PET



Minute Maid®
Light Juice Drink

APPROVED FOR:



Product	Package
Minute Maid® Light Lemonade	20 FL OZ PET, 12 FL OZ Can
Minute Maid® Light Mango Passion	20 FL OZ PET
Minute Maid® Light Cherry Limeade	20 FL OZ PET



Tum-E
Yummies®

APPROVED FOR:



Product	Package
Tum-E Yummies® Fruitabulous Punch	300mL
Tum-E Yummies® Very Berry Blue	300mL
Tum-E Yummies® Greentastic Apple	300mL
Tum-E Yummies® Sour-sational Raspberry	300mL
Tum-E Yummies® Orange-arific	300mL



USDA-COMPLIANT CATALOG



Dasani®

APPROVED FOR: **E M H**

Product	Package
DASANI®	300 mL PET
DASANI®	12 FL OZ PET
DASANI®	500 mL PET
DASANI®	20 FL OZ PET
DASANI®	1 Liter
DASANI®	1.5 Liter PET



Dasani®
Sparkling

APPROVED FOR: **H**

Product	Package
DASANI® Lime	12 FL OZ Can
DASANI® Mixed Berry	12 FL OZ Can
DASANI® Black Cherry	12 FL OZ Can
DASANI® Lemon	12 FL OZ Can
DASANI® Raspberry Lemonade	12 FL OZ Can
DASANI® Tropical Pineapple	12 FL OZ Can



Dasani®
Flavors

APPROVED FOR: **H**

Product	Package
DASANI® Lemon	20 FL OZ PET



glacéau
smartwater®

APPROVED FOR: **E M H**

Product	Package
smartwater®	500 mL PET
smartwater®	20 FL OZ PET
smartwater®	700 mL PET
smartwater®	1 Liter PET
smartwater®	1.5 Liter PET
smartwater® sparkling	20 FL OZ PET
smartwater® sparkling	1 Liter PET





USDA-COMPLIANT CATALOG



Coca-Cola Zero Sugar™

APPROVED FOR:



Product	Package
Coca-Cola Zero Sugar™	12 FL OZ Can 20 FL OZ PET
Coca-Cola Zero Sugar™ Caffeine-Free	12 FL OZ Can
Coca-Cola Zero Sugar™ Cherry	12 FL OZ Can 20 FL OZ PET
Coca-Cola Zero Sugar™ Vanilla	12 FL OZ Can 20 FL OZ PET



Fanta Zero™

APPROVED FOR:



Product	Package
Fanta Orange Zero™	12 FL OZ Can 20 FL OZ PET



Diet Coke®

APPROVED FOR:



Product	Package
Diet Coke®	12 FL OZ Can 20 FL OZ PET
Diet Coke® Caffeine-Free	12 FL OZ Can 20 FL OZ PET
Diet Coke® with Lime	12 FL OZ Can 20 FL OZ PET
Diet Coke® Cherry	12 FL OZ Can 20 FL OZ PET



Mello Yello Zero™

APPROVED FOR:



Product	Package
Mello Yello Zero™	12 FL OZ Can 20 FL OZ PET



Sprite Zero™

APPROVED FOR:



Product	Package
Sprite Zero™	12 FL OZ Can, 20 FL OZ PET



Seagrams® Diet Ginger Ale

APPROVED FOR:



Product	Package
Seagrams® Diet Ginger Ale	12 FL OZ Can



Fresca®

APPROVED FOR:



Product	Package
Fresca® Original Citrus	12 FL OZ Can



USDA-COMPLIANT CATALOG



POWERADE ZERO™

APPROVED FOR:



Product	Package
POWERADE ZERO™ Fruit Punch	20 FL OZ PET
POWERADE ZERO™ Mixed Berry	20 FL OZ PET
POWERADE ZERO™ Grape	20 FL OZ PET
POWERADE ZERO™ Orange	20 FL OZ PET



Glacéau vitaminwater zero™

APPROVED FOR:



Product	Package
vitaminwater zero™ rise (orange)	16.9 FL OZ PET 20 FL OZ PET
vitaminwater zero™ squeezed (lemonade)	16.9 FL OZ PET 20 FL OZ PET
vitaminwater zero™ xxx (acai-blueberry-pomegranate)	16.9 FL OZ PET 20 FL OZ PET



USDA-COMPLIANT CATALOG



Fuze® Tea

APPROVED FOR:



Product	Package
Fuze® Tea Diet Lemon	12 FL OZ Can



Honest® Tea

APPROVED FOR:



Product	Package
Honest® Unsweetened Tea	16.9 FL OZ PET



Gold Peak® Tea

APPROVED FOR:



Product	Package
Gold Peak® Unsweetened Tea	18.5 FL OZ PET
Gold Peak® Diet Tea	18.5 FL OZ PET
Gold Peak® Diet Green Tea	18.5 FL OZ PET



Cafeteria Marketing Point of Sale and Recycling

HIGH SCHOOL

ENTRANCE ZONE

CAFETERIA / DINING

COMMUNICATING WITH YOUR TARGET AUDIENCE CAN HELP DRIVE VISITS AND SALES

Utilize complimentary & customizable marketing Point Of Sale (POS) materials

- Communicate daily specials and promotions to encourage trial and increase traffic/purchase intent
- POS advertising can greatly impact purchases, in some cases increasing them up to 75%¹

When you're done, your bottle's not Refresh. Recycle. Repeat.

- Recycling barrels help communities increase recycling, reduce waste and have positive impact

¹ Mediastudy.com, 2016





HIGH SCHOOL

OPTIMAL COOLER

DINING

MAXIMIZE PROFITS WITH THE BEST COOLER SETS FOR YOUR BUSINESS

Qualify: This cooler must sell
thru **23 cases/month** to best
capitalize space in outlet

Our Sets:

- Meet the **diverse needs** of your
guests with brands that will
increase purchases
- Improve **staff productivity** &
reduce out-of-stocks with our
optimal sets (space vs sales)

Profit Potential: Sell thru
qualifying cases and earn approx.
\$12,000 in Retail Sales*/year

*based on bottle holding capacity/cooler, 24ct. cs. \$1.79 avg. retail.
**<http://blog.eyesurf.info/?p=2727>



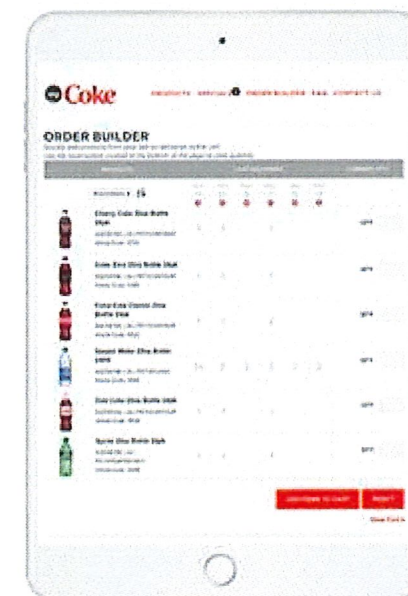
Let our cooler work for you by placing it in the **highest traffic location** for the
greatest visibility to your guest. **40% of consumer spending is impulse!****

Coca-Cola 
FOODSERVICE & ON-PREMISE



WHAT IS MYCOKE?

- Order your Coca-Cola beverages **ANYTIME**, from **ANY DEVICE**
- Explore your entire Product Catalog to learn about **NEW PRODUCTS**
- View up to 2 years of **ORDER HISTORY**

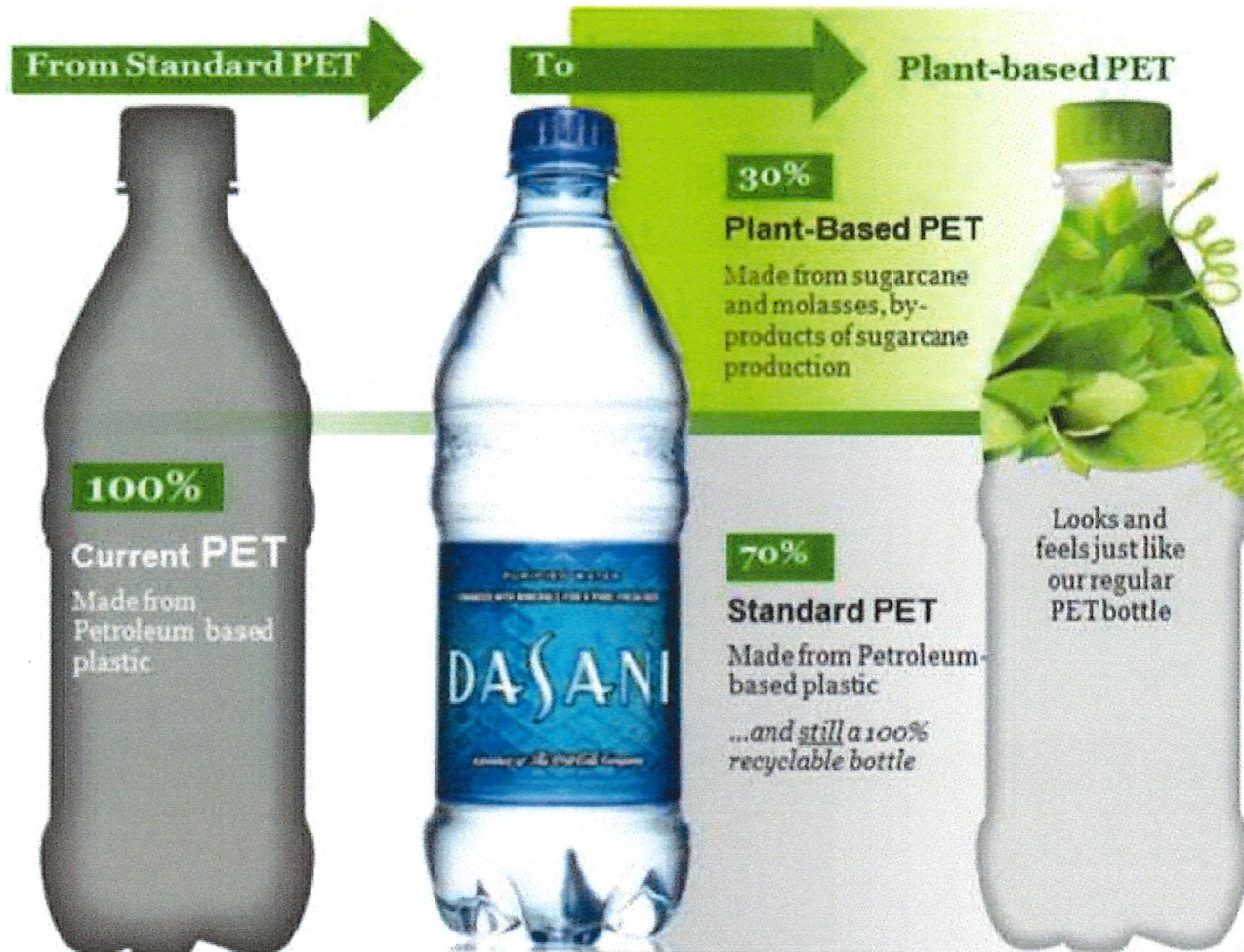


WHAT ARE THE BENEFITS OF USING MYCOKE?

- **SIMPLE** ways to shop and order
- **IMMEDIATE** access to **NEW PRODUCTS** to help grow your business
- **FAST SUPPORT** via Live Chat, email, and phone
- **EASILY** pay with a credit card via the CitiBank portal



Coca-Cola's exclusive plantbottle PET technology



Classified - Confidential

Coca-Cola in the Community



Mayors Challenge



Cincinnati Police Clean Up



Buddy Walk



Boys & Girls Club



Mayors Challenge



Mayors Challenge



Health Expo



Toys for Tots



Fixed Sponsorship

- Coca-Cola will guarantee \$12,500 in fixed sponsorship over 5 years:
 - YEAR 1 \$2,500
 - YEAR 2 \$2,500
 - YEAR 3 \$2,500
 - YEAR 4 \$2,500
 - YEAR 5 \$2,500



Yearly Donation up to \$100 of 12oz. Cans & 16.9oz Dasani



Designed To Make A Difference
Diseñada para hacer la diferencia



plantbottle
Up to 30% made from plants
Still a 100% recyclable bottle
Hasta 30% de material proveniente de plantas
Sigues siendo una botella 100% reciclable

Redesigned plastic, recyclable as ever.
Materia rediseñada, reciclable como antes.

PowerAde Equipment

Each Year \$250



LOS Tools – BLUE Equipment

Primary Inventory



5 and 10 gallon cooler
Units per case: 1
Coke Catalog Item # (5 gal): 1882355
Coke Catalog Item # (10 gal): 1881247



24oz and 32oz Squeeze Bottle
Units per case: 50
Coke Catalog Item # (24oz): 1881915
Coke Catalog Item # (32oz): 1881919



48qt Ice Chest
Units per case: 1
Item #: 1881246



9oz and 16oz Cup
Units per case (9oz): 2000
Units per case (16oz): 1000
Item # (9oz): 1882353
Item # (16oz): 1882354



Small and Large Towel
Units per case: 24
Size (Sm): 15" x 25"
Size (Lg): 22" x 42"
Item # (Sm): 1882352
Item # (Lg): 1882351



2 gallon Personal Cooler
Units per case: 1
Item #: 1882381
Ideal for Team Buses



60qt Rolling Ice Chest
Units per case: 1
Item #: 1882396
Ideal for indoor sports and back-of-house



110qt Rolling Ice Chest
Units per case: 1
Item #: 1882383
Ideal for "Field" sports; Extra Large Item



Paddle Stirrer for 5/10 gal coolers
Units per case: 1
Item #: 1882384



Carrier for Squeeze Bottles
Units per case: 4
Each carrier holds 6 bottles
Item #: 1881241



Personal 12-pack cooler
Units per case: 4
Item #: 1882382
Ideal for Baseball dugouts



Cup Carrier
Units per case: 1
Item #: 251051
Sits on top of 10 gallon cooler or carried



Wire Stand - 48qt ice chest
Units per case: 1
Item #: 1875014



Wire Stand - 5 gallon
Units per case: 1
Item #: 1875056



Texas Tanker
Units per case: 1
Item #: 268336
Ideal for Field sports and back of house / training rooms



Replacement Spigots For 5/10 gallon coolers
Units per case: 1
Item #: 1876226
Replace on broken 5/10 gallon coolers so you don't need to replace entire coolers

Secondary Inventory

POWERADE.

Visit the website for the latest inventory and more

Classified - Internal Use

Coca-Cola
FOODSERVICE & ON-PREMISE

19

Classified - Internal use

Gallatin County School District Pricing



Bonus Rebate:
\$1.00 per case
20oz CSD-Dasani-PA

Estimated 20oz Volume

20oz PET CSD 24	234
20oz PET Dasani 24	55
20oz PET Powerade 24	66

Yearly \$355 (uncapped)
The more you buy the more you make!

5 Years \$1,775

Product: (Drop Down)	PG \$\$
20oz PET CSD 24	\$22.50
20oz PET Dasani 24	\$14.75
20oz PET Powerade 24	\$23.75
20oz PET Smartwater 24	\$27.00
20oz PET Vitaminwater 24	\$28.75
12oz PET CSD 24	\$17.00
12oz PET Dasani 24	\$16.75
18.5oz PET Gold Peak 12	\$14.50
12oz PET MM 24	\$28.25
12oz CAN Dasani Spk CSD 24	\$15.00
12oz CAN CSD 24	\$11.00
14oz PET Yup 12	\$17.50
16.9oz PET Dasani 24	\$12.00
13.7oz PET Dunkin 12	\$25.75
16oz CAN Monster 24	\$40.50
10oz PET MM 24	\$17.00
16.9oz PET Zico 12	\$22.25

Coca-Cola Consolidated



ZONE CAFETERIA / DINING



Refer to the VENDING section of the space for additional information



Full Service Commissions

Product: (Drop Down)	Volume	Vend \$\$	Comm %
20oz PET CSD 24	832	\$1.50	20%
20oz PET Dasani 24	116	\$1.50	20%
20oz PET Powerade 24	11	\$1.75	15%

Annual Commissions \$6,489

***Based on 959 cases sold**

5 Year \$32,445



Sustainability Commitment



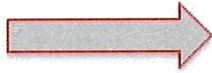
Coca-Cola Recycling launched the Coca-Cola Recycling Bin Program, a program that allows our customers to establish or enhance their own recycling collection programs, and has a goal of 100% reclamation of PET bottles and Aluminum Cans. The Bin Program is about being responsible, covering the Coca-Cola footprint, and empowering people to recycle.



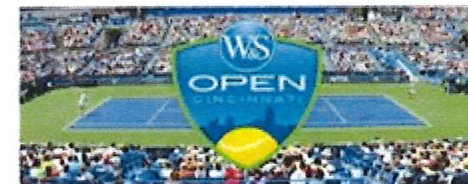
Gallatin County School District
Inventory Access



Coca-Cola Local Partners:



- Tickets, Suite, & On Field Experiences
- Crew incentive
- Team building
- Quarterly/Yearly Reviews
- Student rewards



Leadership in Technology



ZONE

CAFETERIA / DINING



Refer to the VENDING section of the tool for additional information





Financial Recap

Year 1 5 Years

Sponsorship years 1-5	\$2,500	\$12,500
Rebate	\$355	\$1,775
Full service commissions	\$6,489	\$32,445
PowerAde Equipment	\$250	\$1,250
Product Donation	\$100	\$500
TOTAL	\$9,694	\$48,470



THANK YOU.