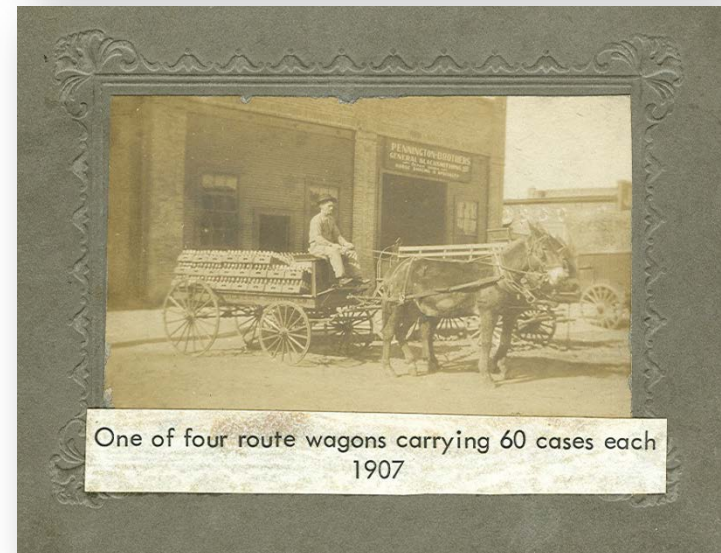


# The Coca-Cola bottler . . . 1902



In 1902, Crawford Johnson, Sr. obtained the exclusive franchise to distribute Coca-Cola in Birmingham, Alabama, and established Crawford Johnson & Company. That enterprise, launched with one employee, Sam Whitt, and a mule, "Bird" (at right), with a foot-powered bottling machine, today, as Coca-Cola Bottling Company United, Inc., includes the production and distribution of non-alcoholic beverages and food service operations across six states, employs nearly 3,000 people in 18 sales centers and three production facilities, distributes its products to thousands of customers, and markets its products to millions of consumers .

Crawford Johnson Sr & family move to Birmingham



# 1974

Since its consolidation in 1974, has become the third-largest, and largest privately-held, Coca-Cola bottling company in North America. CCBCU owns the exclusive rights to manufacture, distribute, and sell Coca-Cola products and other products throughout its territory, which spans much of the southeastern United States.



CCBCU exists to increase and sustain its value for the benefit of its associates, owners, consumers, customers, and communities. Chief among our goals is to be the most admired Coca-Cola bottler in North America, and the most respected consumer products supplier in the markets we serve. The company is a principle-based organization which embraces four values: *integrity, respect, quality, and excellence*. In short, we are committed to:

- 🕯 Always doing the right thing, even when no one is watching;
- 🕯 Enhancing and sustaining a culture of respect among its associates and owners for the benefit of the consumers, customers, and communities it serves;
- 🕯 Consistently providing the highest levels of quality, never compromising its standards or taking shortcuts; and
- 🕯 Constantly working to exceed its customers' expectations, in pursuit of excellence.

Among several significant achievements, CCBCU was recognized as America's "Best Bottling Company" by *Beverage World Magazine* in 2003. In 2009, Baton Rouge Coca-Cola Bottling Company, Baton Rouge, Louisiana, was certified as the first LEED (Leadership in Energy, and Environmental Design) certified plant in the United States.

CCBCU has prospered for more than a century and continues to satisfy its broad range of stakeholders, find new ways to add value to its customers, offer meaningful employment to its associates, and provide quality beverages and services for consumers. As a progressive, high-performing enterprise, CCBCU's associates are constantly searching for ways to improve processes, increase efficiencies, eliminate waste, improve customer service, and generate greater returns for shareholders.

# Our Franchise and Facilities

Our company operates in two distinct regions:

## Eastern Region

### Headquarters in Birmingham, AL

Two production facilities in Birmingham, AL and Chattanooga, TN

Twelve (12) sales centers:

- Augusta, GA
- Birmingham, AL
- Brunswick, GA
- Carbon Hill, AL
- Chattanooga, TN
- Cullman, AL
- McRae, GA
- Milledgeville, GA
- Savannah, GA
- Spartanburg, SC
- Statesboro, GA
- Waycross, GA

## Gulf Region

### Headquarters in Baton Rouge, LA

One production facility in

Baton Rouge, LA

Six (6) sales centers:

- Baton Rouge, LA
- Gulfport, MS
- Hattiesburg, MS
- Lafayette, LA
- Lake Charles, LA
- McComb, MS



# Coca-Cola Bottling Company United, Inc. | Quick Facts

1902

Originated in 1902 as Birmingham Coca-Cola Bottling Company

1974

Coca-Cola Bottling Company United, Inc. founded in 1974

Today

- 3<sup>rd</sup> Largest Coca-Cola Bottler in the Nation
- Largest Privately Owned Bottler in the Nation
- 18 Locations within 6 Southeastern States
  - Alabama, Georgia, Louisiana, Mississippi, South Carolina, Tennessee
- 3 Production Facilities:
  - Baton Rouge (LA), Chattanooga, (TN), Birmingham, Alabama (AL)
- 3,000 + employees
- Distribution of 400 + bottle/can beverages
- Areas of excellence / awards / accreditations
  - Highest Dr. Pepper per capita Award in Louisiana for 24 consecutive years
  - 2003 Beverage World's Bottler of the Year
  - 2005 The Coca-Cola Company - President's Circle Award
  - 2009 First LEED certified plant in the United States
- Proud supporters of our community through United Way, Boys and Girls Club, Chambers of Commerce, YMCA, community support service organizations, Birmingham Civil Rights Institute, and more.