



PRESS RELEASE

December 9, 2015

FOR IMMEDIATE RELEASE

Contact: Yadira Pulido Holmes
Director, Public Affairs and Communications
813.327.7285
yholmes@cocacolaflorida.com

Coca-Cola Beverages Florida Signs Letter of Intent to Further Expand its Distribution Territory into South Florida

Continues rapid expansion of operations in the Sunshine State

Follows October announcement of letter of intent to expand distribution territory into North Florida

Coca-Cola Beverages Florida will become the leading Coca-Cola Bottler in Florida

TAMPA, FL- Coca-Cola Beverages Florida (“CCBF”), one of the largest independent Coca-Cola bottlers in the United States, today announced that it has signed a letter of intent with The Coca-Cola Company to further expand its distribution territory in Florida. The proposed expansion will give CCBF exclusive distribution rights in South Florida, and will include the acquisition of sales and distribution centers in Hollywood, South Dade, West Palm Beach, and Big Pine Key.

“We are very excited about the opportunity to expand our distribution territory into South Florida,” said Troy Taylor, CCBF’s Chairman and CEO. “This expansion, together with our previously announced North Florida expansion, will position us to bring refreshing experiences to many more consumers in Florida, as well as deliver better customer service and build stronger community partnerships throughout the Sunshine State.”

“Together with our bottling partners, we are changing the landscape of our U.S. system,” said Sandy Douglas, President, Coca-Cola North America. “The progress announced today further advances our efforts to balance national scale and local capability, which will help us increase our leadership and competitive advantage in the U.S. business.”

“It is an honor for us to have the opportunity to expand so quickly and become the leading Coca-Cola bottler in Florida,” Taylor continued. “These expansion opportunities reflect our continued commitment to excellence in consumer engagement, customer service, community partnerships, and operational performance”.

The proposed South Florida expansion is subject to the parties reaching a definitive agreement, with closing expected in 2017. The proposed North Florida expansion is also subject to the parties reaching a definitive agreement, with closing expected in 2016. These transactions will significantly expand CCBF’s existing Central Florida operations, which were acquired from The Coca-Cola Company in May 2015.

-Enjoy Coca-Cola-

About Coca Cola Beverages Florida

Coca-Cola Beverages Florida (“CCBF”), headquartered in Tampa, Florida, is one of the largest independently owned and operated Coca-Cola bottlers in the United States. CCBF currently markets, sells, and distributes products of The Coca-Cola Company in Central Florida through seven (7) sales and distribution centers located in Tampa, Lakeland, Sarasota, Fort Myers, Fort Pierce, Sebring and Spring Hill.

CCBF was formed in May 2015 through the acquisition of distribution territory in Central Florida from The Coca-Cola Company. On October 21, 2015, CCBF announced the signing of a letter of intent with The Coca-Cola Company to expand its distribution territory into North Florida, which will add five (5) sales and distribution centers located in Orlando, Jacksonville, Gainesville, Brevard and Daytona. On December 9, 2015, CCBF announced the signing of a letter of intent with The Coca-Cola Company to expand its distribution territory into South Florida, which will add four (4) sales and distribution centers located in Hollywood, South Dade, West Palm Beach and Big Pine Key.

Following the completion of the aforementioned distribution territory expansions, CCBF’s operations will encompass the majority of the state of Florida. CCBF will then serve over 18 million consumers daily and more than 60,000 customers in the sunshine state through sixteen (16) sales and distribution centers, solidifying CCBF as the leading Coca-Cola bottler in Florida. For more information, please visit www.cocacolaflorida.com.