



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Coca-Cola Beverages Florida to Acquire Four Production Facilities From The Coca-Cola Company

Follows 2015 announcements that it will expand its operating territory into North and South Florida

TAMPA, FL - Coca-Cola Beverages Florida ("Coca-Cola Florida"), 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 acquire four production facilities in the Florida cities of Hollywood, Jacksonville, Orlando, and Tampa. The proposed acquisitions will give Coca-Cola Florida the ability to fully manage the quality, service and innovation requirements of local Florida customers and consumers.

"We are very excited about the opportunity to deepen our roots in the Sunshine State by adding production capabilities to our operations," said Troy Taylor, Chairman and Chief Executive Officer. "These acquisitions will enable us to not only own, but to optimize the process of refreshing Floridians, from production to a cold beverage in hand."

This announcement comes just a few months after Coca-Cola Florida signed letters of intent to acquire The Coca-Cola Company's sales and distribution operations in North and South Florida. "It is an honor for us to have the opportunity to expand our franchise territory and operations so quickly," Taylor continued. "These expansions reflect our passion for the Coke brands, partnership with our customers and communities, and commitment to performance."

The proposed acquisitions are subject to the parties reaching a definitive agreement, with closing for the North Florida operations expected in 2016 and closing for the South Florida operations expected in 2017.

-Enjoy Coca-Cola-

About Coca-Cola Beverages Florida

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

Following the completion of the North and South Florida territory expansions, Coca-Cola Florida's operations will encompass the majority of the state of Florida. Coca-Cola Florida 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. For more information, please visit www.cocacolaflorida.com.