



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Coca-Cola Beverages Florida Appoints Manufacturing Leader

*Follows announcement of letter of intent to acquire manufacturing facilities from
The Coca-Cola Company*

TAMPA, FL - Coca-Cola Beverages Florida, LLC ("CCBF") is pleased to announce the appointment of Jason Reed as Vice President, Manufacturing Operations. In this role, Jason will lead operations across CCBF's to be acquired cold-fill production facilities in Jacksonville, Orlando, Tampa, and Hollywood. Jason is a proven leader in the Coca-Cola system and has significant experience in supply chain operations, general plant management, manufacturing operations, warehouse operations, and distribution logistics. He previously served as Vice President, Manufacturing for Coca-Cola Refreshments – Southwest Operating Unit, where he led the operations for nine cold-fill production facilities in Texas.

"Jason has a proven track record of high performance in beverage manufacturing and production operations," said Troy Taylor, CCBF's Chairman and Chief Executive Officer. "He shares our values and our focus on building a world-class Coca-Cola bottler and a leading business in Florida. Jason embraces CCBF's core principles of Passion, Partnership and Performance, and I'm thrilled that he is joining our executive leadership team."

Jason expressed excitement about the opportunity. "I look forward to applying my operational expertise and leadership to CCBF's rapidly growing operations, and to being part of creating a high-performing bottling and customer service business that is focused on the needs of our local markets in Florida."

Jason holds a BBA in Business Administration & Operations Management from the University of Texas at Austin. He and his family will relocate from Houston to the Tampa Bay area.

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 (TCCC) in central Florida



through seven (7) sales and distribution facilities in Tampa, Lakeland, Sarasota, Ft. Myers, Ft. Pierce, Sebring, and Spring Hill. CCBF recently announced the signings of letters of intent with The Coca-Cola Company to expand its franchise territory and acquire operations in North Florida and South Florida, and to purchase TCCC's cold-fill production facilities in Florida. As a result of these acquisitions, CCBF will be the leading Coca-Cola bottler in Florida, employing nearly 5,000 Floridians, and operating sixteen (16) sales and distribution facilities and four (4) production plants. Please visit www.cocacolaflorida.com to learn more.

