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The Coca-Cola Company Announces Distribution Plans for glaceau

Coca-Cola's Bottling Partners And Existing glaceau Distributors Form Dynamic System To Fuel Continued Growth Of Industry's Fastest Growing Still Beverage Brands

ATLANTA--(BUSINESS WIRE)--

The Coca-Cola Company today announced that it has reached distribution agreements with its bottling partners and glaceau distributors for its newly acquired glaceau brands.

Coca-Cola Bottlers representing 99 percent of the Company's U.S. bottler-delivered volume have signed on to distribute the glaceau portfolio. Several current glaceau distributors, including Big Geyser (New York City), Haralambos (Los Angeles County), Kalil (primarily Arizona), John Lenore & Company (San Diego County) and Honickman (portions of several mid-Atlantic states) will also continue distribution of the glaceau portfolio in these territories. In certain channels such as club stores, natural food stores, and certain foodservice customers, distribution of the glaceau portfolio of brands will be managed directly by Coca-Cola North America's glaceau unit.

"The completion of these agreements with our bottling partners is an excellent example of Coca-Cola system strength and cooperation," said Muhtar Kent, president and chief operating officer, The Coca-Cola Company. "The powerful combination of our Coca-Cola bottling partners and these glaceau distributors will allow us to continue to accelerate glaceau's impressive growth well into the future. This operating model will appropriately benefit our system, bring value to our customers and deliver attractive returns to our shareowners."

Distribution of glaceau products through these bottlers and distributors is expected to begin before the end of this year. "This is an important step forward for our company and our bottling system and a tribute to the shared vision of success within the Coca-Cola system in the U.S.," said Sandy Douglas, president, Coca-Cola North America. "The glaceau brands are among the fastest growing in North America, and the marriage of these great brands with the world's finest selling and distribution system will allow us to introduce them to even more thirsty consumers."

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company