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The Coca-Cola Company Announces Closing of Transaction with Two New Bottling Partners

Builds on previously announced Definitive Agreements with two new U.S. Bottling partners

Implementation of 21st Century Beverage Partnership Model in U.S. Continues

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company today announced it has closed on previously disclosed agreements with two new bottling partners for the granting of new distribution territory.

Great Lakes Coca-Cola Distribution, L.L.C., a wholly-owned subsidiary of Reyes Holdings, L.L.C, has officially been granted and formally transitioned territories in the greater Chicago area and Northwest Indiana.

Coca-Cola Beverages Florida, a newly formed independent Coca-Cola bottling company, has officially been granted and formally transitioned territories in Central Florida including Tampa/St. Petersburg, Ft. Myers, Ft. Pierce, Lakeland and Sarasota.

“As we have said, the Coca-Cola System should be a reflection of the communities where we operate and the consumers and customers that we serve,” said Sandy Douglas, President, Coca-Cola North America. “The announcement today with two of our newest bottling partners – Great Lakes Coca-Cola Distribution, L.L.C. and Coca-Cola Beverages Florida – is further evidence of that commitment. As we continue to align our U.S. operations with highly capable partners in order to move our refranchising efforts forward, both bottlers will be instrumental as we implement a more agile, modern, customer-focused beverage partnership model.”

Reyes Holdings is one of the largest global providers of food and beverage distribution services. Its operations span North, Central and South America, as well as Europe, the Middle East and Asia Pacific. Annually, the company delivers more than 800 million cases of high-quality, well-known beer and food products. Great Lakes Coca-Cola Distribution, L.L.C. will dedicate all of the company’s sales and distribution activities to servicing Coca-Cola brands.

“Today marks a major milestone for Reyes Holdings, uniting our logistics competence with the world’s most iconic and refreshing brand,” said J. Christopher Reyes, Founder and Co-Chairman of Reyes Holdings.

“As a new member of the Coca-Cola family, we look forward to continuing the Company’s commitment to the communities, consumers and customers in the area,” said M. Jude Reyes, Founder and Co-Chairman of Reyes Holdings. “We are dedicated to being the best distributor we can be while contributing back to the communities in which we operate.”

Troy Taylor is the Chairman and Chief Executive Officer of Coca-Cola Beverages Florida. With more than 20 years of business leadership experience, Taylor has significant experience in leading strategic initiatives and transactions for franchise-related businesses, including multiple Coca-Cola-related investments.

“It’s always been my dream to be a Coca-Cola Bottler and today I’m honored to establish a locally-owned and operated bottling operation in the state of Florida,” said Troy Taylor, Chief Executive Officer, Coca-Cola Beverages Florida. “Together with The Coca-Cola Company we are committed to delivering excellent customer service, bringing moments of refreshment to our customers and building lasting partnerships with our community in the Sunshine State.”

Consistent with prior transactions, in the newly transitioned territories The Coca-Cola Company and these bottlers will work collaboratively to implement key elements of an evolving U.S. operating model, including:

- More rational and contiguous operating territories
- A grant of exclusive territory rights and the sale by Coca-Cola Refreshments (CCR) of distribution assets and cold drink equipment
- An improved, more integrated information technology platform
- A finished goods model and a new beverage agreement that supports the evolving operating model

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About Reyes Holdings, L.L.C.

Reyes Holdings delivers a wide variety of food and beverage items to retailers around the world including some of the most respected global and local brands. Annually, the company delivers more than 800 million cases of high-quality beer and food products from 150 warehouses in North, Central and South America, as well as Europe, the Middle East and Asia Pacific. Reyes Holdings operations include The Martin-Brower Company, L.L.C., a global quick-service restaurant distribution business and the largest supplier worldwide of distribution services to the McDonald’s restaurant system; Reinhart Foodservice, L.L.C., one

of the largest broadline foodservice distributors in the United States, and Reyes Beverage Group, the largest beer distributor in the United States representing award-winning import, domestic and craft beer brands. Reyes Holdings is the 12th largest privately held company in the United States with more than 18,000 employees and annual sales of approximately $24 billion. For more information about Reyes Holdings, visit the company website at www.reyesholdings.com.

About Coca-Cola Beverages Florida

Headquartered in Tampa, Florida, Coca-Cola Beverages Florida has been entrusted with brands that are among the most well-known and highly respected in the world. As an independent, locally owned-and operated Coca-Cola bottling company, Coca-Cola Beverages Florida has exclusive franchise rights to market, promote, distribute and sell products of The Coca-Cola Company throughout Central Florida. With five sales and distribution centers, and more than 1,100 employees, Coca-Cola Beverages Florida is committed to building strong partnerships in the community, achieving excellent customer service and passionately delivering refreshing moments for consumers across the Sunshine State. For more information, please visit www.cocacolaflorida.com.

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