The history of Coca-Cola began in 1886, Dr. John S. Pemberton (top), a pharmacist in Atlanta, Georgia formulated a beverage of distinctive taste which the world knows now as Coca-Cola.

From that time until 1899, the beverage was sold only in drug store soda fountains. In 1894, however, Joseph Biedenham installed machinery in the back of his Mississippi soda fountain to become the first to put Coca-Cola in a bottle.

This is one of the most famous documents (right) in the history of American commerce. Awarded on July 21, 1899, the contract gave three Chattanooga, Tennessee, businessmen Benjamin Thomas, Joseph Whitehead and John Lupton the right to bottle Coca-Cola. And thus, began the history of the Coca-Cola Bottler.
While the contract called for an initial bottling operation in Atlanta, the first bottling plant for the now internationally famous beverage was built in Chattanooga, Tennessee.

“Two gentlemen came into our office on Edgewood Avenue for the purpose of negotiating with me about ... the plausibility and the right to bottle Coca-Cola. I said, ‘Gentlemen, I don’t think we want to have it bottled; we cannot handle it ourselves; there is too much detail about the bottling business, and we are about as busy as we can be advertising the simple word ‘Coca-Cola’ . . . and I don’t think you can make anything out of it . . . we have neither the money nor the time, to embark in the bottling business, and there are too many folks who are not responsible, who care nothing about the reputation of what they put up, and I am afraid the name will be injured.’

Whitehead and Thomas stated: ‘We promise and guarantee to you, Mr. Candler, that in all the business we do in all the bottling business, we will make the name better every day we conduct this business.”

Mr. Candler was won over and agreed to a bottling contract which . . . was the beginning of the worldwide Coca-Cola bottling business.

Visit The Coca-Cola Company website for more information
http://www.worldofcoca-cola.com/coca-colahistory.htm
The Coca-Cola bottler . . .

Chattanooga Coca-Cola Bottling Company, the beginning of the worldwide Coca-Cola bottling business

. . . 100 Years later.

Chattanooga Coca-Cola Today

Chattanooga Coca-Cola Fleet Crossing the Market Street Bridge

Chattanooga Coca-Cola Bottling Company 1899

Chattanooga Coca-Cola Today
In 1902, Crawford Johnson, Sr. obtained the exclusive franchise to distribute Coca-Cola in Birmingham, Alabama, and established Crawford Johnson & Company. That enterprise, launched with one employee, Sam Whitt, and a mule, “Bird” (at right), with a foot-powered bottling machine, today, as Coca-Cola Bottling Company United, Inc., encompasses non-alcoholic beverages and food service operations across six states, employs nearly 3,000 people in 18 sales centers and three production facilities, distributes its products to thousands of customers, and markets its products to millions of consumers.
Coca-Cola Bottling Company United, Inc.

Corporate Headquarters: Birmingham, Alabama
Since its founding, October 3, 1974, Coca-Cola Bottling Company United (CCBCU), headquartered in Birmingham, Alabama, has become the third-largest, and largest privately-held, Coca-Cola bottling company in North America. CCBCU owns the exclusive rights to manufacture, distribute, and sell Coca-Cola products and other products throughout its territory, which spans much of the southeastern United States.

CCBCU exists to increase and sustain its value for the benefit of its associates, owners, consumers, customers, and communities. Chief among our goals is to be the most admired Coca-Cola bottler in North America, and the most respected consumer products supplier in the markets we serve. The company is a principle-based organization which embraces four values: integrity, respect, quality, and excellence. In short, we are committed to:

- Always doing the right thing, even when no one is watching;
- Enhancing and sustaining a culture of respect among its associates and owners for the benefit of the consumers, customers, and communities it serves;
- Consistently providing the highest levels of quality, never compromising its standards or taking shortcuts; and
- Constantly working to exceed its customers’ expectations, in pursuit of excellence.

Among several significant achievements, CCBCU was recognized as America’s "Best Bottling Company" by Beverage World Magazine in 2003. In 2009, completes the first L.E.E.D. certified plant in the United States.

CCBCU has prospered for more than a century and continues to satisfy its broad range of stakeholders, find new ways to add value to its customers, offer meaningful employment to its associates, and provide quality beverages and services for consumers. As a progressive, high-performing enterprise, CCBCU’s associates are constantly searching for ways to improve processes, increase efficiencies, eliminate waste, improve customer service, and generate greater returns for shareholders.
Our values are based on integrity, respect, quality, and excellence

**Integrity . . .**

Integrity is the foundation of all enduring relationships and every successful business. We will always do the right thing, even when no one is watching.

**Respect & Trust . . .**

We respect and trust …

- Our associates and colleagues, as we work together to reach our full potential;
- Our owners, who have entrusted their capital and resources to our care;
- Our consumers, who rely on our quality products;
- Our customers, who rely on our partnership and excellent service; and
- Our communities, which we serve with a great sense of civic responsibility and good will.

**Quality . . .**

We are committed to the highest quality standards for the products that are enjoyed by our consumers and the service we provide our customers. We don’t compromise our standards and we don’t take shortcuts. Quality assurance takes place every minute of every day and is everyone’s responsibility.

**Excellence . . .**

We will always strive for excellence. We will always work to exceed expectations. Second place is unacceptable; we intend to be the undisputed leader.
Our company operates in two distinct regions:

**Eastern Region**
**Headquarters in Birmingham, AL**
Two production facilities in Birmingham, AL and Chattanooga, TN
Twelve (12) sales centers:
- Augusta, GA
- Birmingham, AL
- Brunswick, GA
- Carbon Hill, AL
- Chattanooga, TN
- Cullman, AL
- McRae, GA
- Milledgeville, GA
- Savannah, GA
- Spartanburg, SC
- Statesboro, GA
- Waycross, GA

**Gulf Region**
**Headquarters in Baton Rouge, LA**
One production facility in
Baton Rouge, LA
Six (6) sales centers:
- Baton Rouge, LA
- Gulfport, MS
- Hattiesburg, MS
- Lafayette, LA
- Lake Charles, LA
- McComb, MS
100th Anniversary bottlers are identified by the gold Coca-Cola bottle.
Our Refreshment Portfolio consists of . . .

547 + Flavors in 17 Categories in 84 Package Types

Here is a glimpse . . .
Originated in 1902 as Birmingham Coca-Cola Bottling Company

Coca-Cola Bottling Company United, Inc. founded in 1974

- 3rd Largest Coca-Cola Bottler in the Nation
- Largest Privately Owned Bottler in the Nation
- 19 Locations within 6 Southeastern States
  - Alabama, Georgia, Louisiana, Mississippi, South Carolina, Tennessee
- 3 Production Facilities:
  - Baton Rouge (LA), Chattanooga, (TN), Birmingham, Alabama (AL)
- 3,000 + employees
- Distribution of 547 + bottle/can beverages (Total Full Goods = 639)
- Areas of excellence / awards / accreditations
  - 2005 President’s Winner’s Circle Award
  - Highest Dr. Pepper per capita Award (16 consecutive years)
  - 2003 Beverage World’s Bottler of the Year
  - 2009 First L.E.E.D. certified plant in the United States
- Proud supporters of Community through United Way, American Heart Association, Boys and Girls Club, Chambers of Commerce, YMCA, Active Board members in a variety of Community Support Service and Cultural organization (Greater Baton Rouge Arts Foundation, Birmingham Civil Rights Institute), and more.