



Coca-Cola®

In the beginning . . .

1886

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 Biedenharn 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.

CHATTANOOGA
FISHER COUNTY, }
Know all men by these presents, that whereas on July 21st, 1899, a contract was entered into between J. S. Whitehead and J. P. Thomas, (hereinafter referred to as parties of the first part) and THE COCA-COLA COMPANY (hereinafter alluded to as parties of the second part) under the terms of which the right to carbonate and bottle upon said parties of the first part, now, performance being made to said above mentioned contract, it is hereby mutually agreed that said contract shall be so changed in the following particulars only, where the original reads:

Said parties further agree to buy all of the COCA-COLA syrup necessary for a compliance with this agreement at the prices and upon the terms set forth in exhibits hereto attached marked A, and B, respectively, directly from the party of the second part.

The parties of the first part further agree not to use any substitute for or other syrup or substance, nor to attempt to use or imitate, in any article prepared by them COCA-COLA syrup.

In consideration of these the first part, the party of the second part, to said parties of the first part, heretofore referred to in exhibits heretofore referred to.

Party of the second part if Heavy Tax as is now imposed by carbonated mixture.

Said party of the second part shall pay the party of the first part, the sum of \$1000.00, as a consideration for the right to use said party of the first part, as hereinbefore provided.

WITNESSETH: Said parties of the first part, the party of the second part, do hereby certify that they have read the foregoing and understand the contents thereof, and that they have signed the same as their free and voluntary act and deed, and that they have not been coerced, intimidated, or otherwise induced to do so.

Parties of the first part, dispense or without the written consent in every instance any COCA-COLA bottled.

In consideration of these the first part, the party of the second part, to said parties of the first part, heretofore referred to in exhibits heretofore referred to, the party of the second part, do hereby certify that they have read the foregoing and understand the contents thereof, and that they have signed the same as their free and voluntary act and deed, and that they have not been coerced, intimidated, or otherwise induced to do so.

It being further agreed by and between the parties of the first part, that the party of the second part shall be responsible for the freight expense incident to said party shall be payable by party.

Party of the second part further agree to pay such Revenue Tax as may hereafter be imposed on Carbonated and Bottled COCA-COLA.

Said party of the second part agrees further to furnish to the parties of the first part labels and other advertising matter as the party of the second part may deem suitable and advisable to be used, charging for said labels and advertising matter actual cost and freight expenses to be paid for by parties of first part to parties of second part on same terms as agreed in settling for COCA-COLA.

(2)

It is further agreed that for every gallon of COCA-COLA shipped to and paid for by the parties of the first part a rebate of 10¢ per gallon shall be allowed to be taken from invoices and charges made for advertising matter as last above set forth, provided always that charges for advertising matter are at least equal to the amount of said rebate.

Except as in above set forth the contract first above alluded to as dated July 21st, 1899, remains in full force and effect.

In witness whereof each of the Parties as hereunto affixed their signatures.

J. S. Whitehead J.S.
J. P. Thomas J.S.
Benjamin Thomas J.S.
John Lupton J.S.
Joseph Whitehead J.S.

1899

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.**



1899

Asa G. Candler, (Left) first president of The Coca-Cola Company, in recalling events leading to the signing of this historic document, said:

“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.’

‘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.’”

“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**



Chattanooga Coca-Cola
Bottling Company 1899

. . . 100 Years later.



Chattanooga Coca-Cola Fleet
Crossing the Market Street Bridge



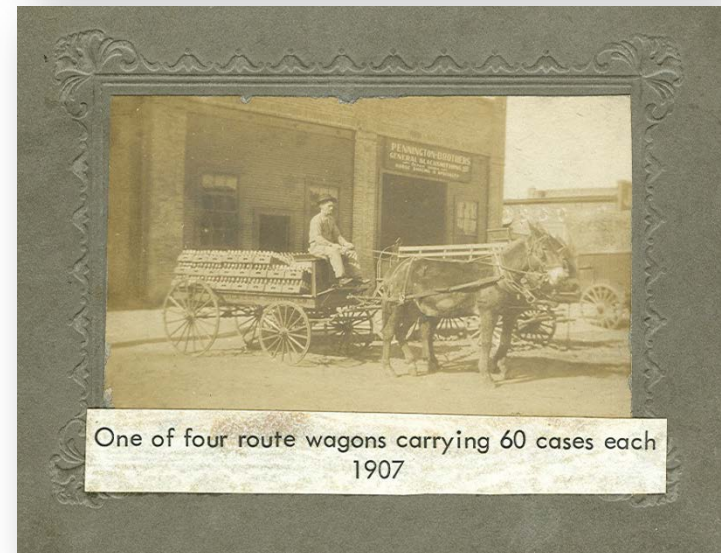
Chattanooga Coca-Cola Today

The Coca-Cola bottler . . . 1902



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 .

Crawford Johnson Sr & family move to Birmingham





Coca-Cola Bottling Company United, Inc.

Corporate Headquarters: Birmingham, Alabama

1974

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

Our Purpose . . .

Our purpose is to increase and sustain the value of Coca-Cola United for the benefit of our associates, owners, consumers, customers, and communities.

Our Values . . .

We will distinguish ourselves as the most admired Coca-Cola Bottler in North America and the most respected consumer products supplier in our markets. We all accept responsibility to live by these shared values that guide us as a company and as individuals

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 Franchise and Facilities

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

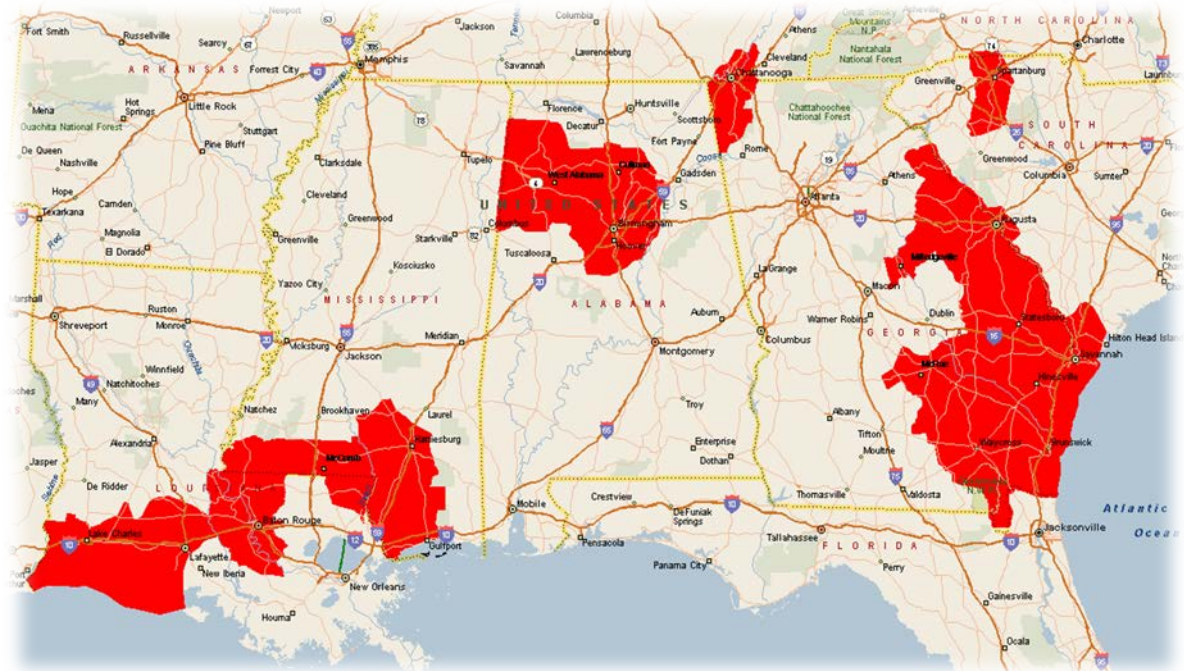
Headquarters in Baton Rouge, LA

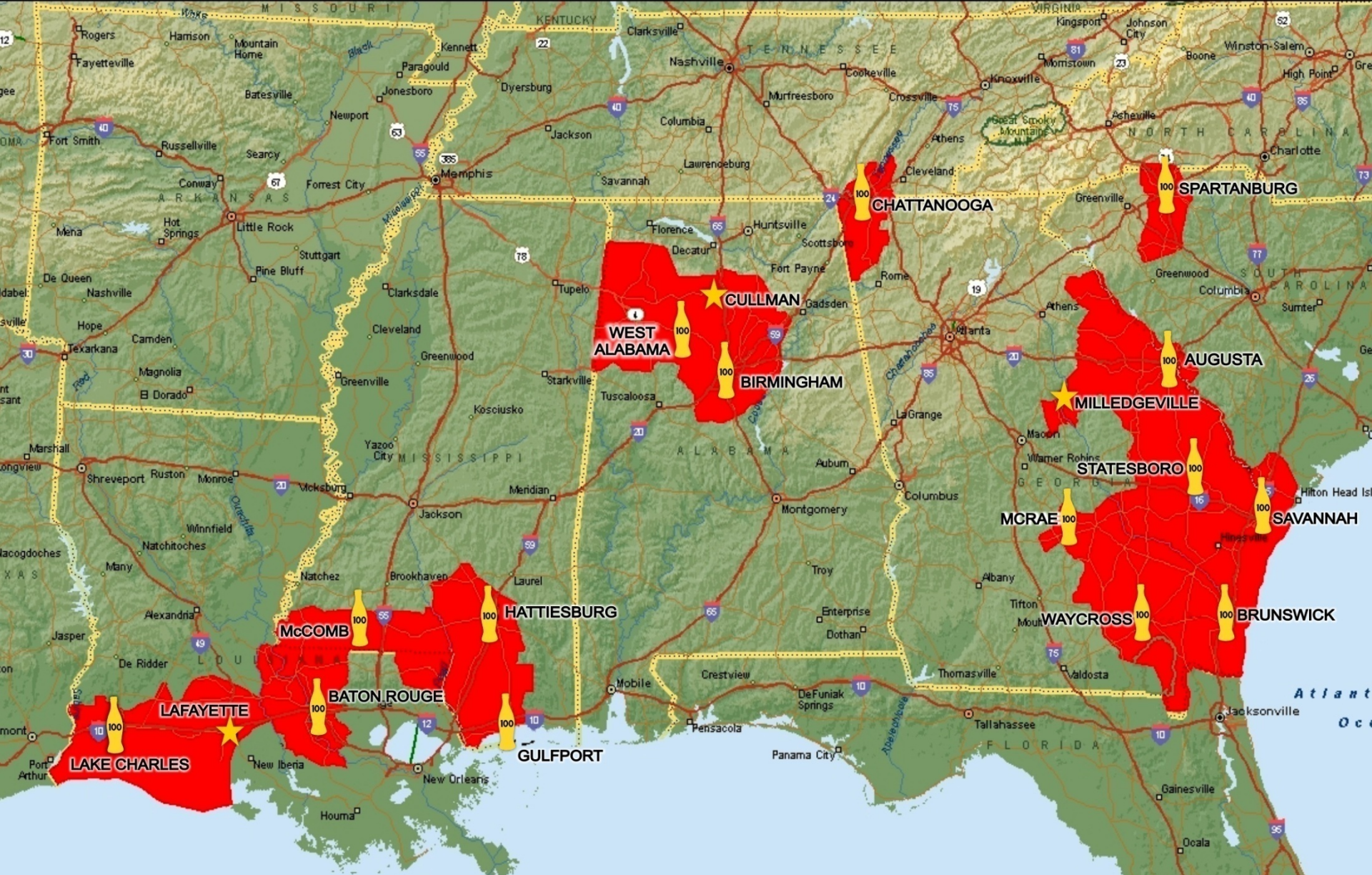
One production facility in

Baton Rouge, LA

Six (6) sales centers:

- Baton Rouge, LA
- Gulfport, MS
- Hattiesburg, MS
- Lafayette, LA
- Lake Charles, LA
- McComb, MS





BOTTLING COMPANY UNITED, INC.

QUALITY - EXCELLENCE - INTEGRITY - RESPECT

100th Anniversary bottlers are identified by the gold Coca-Cola bottle

Coca-Cola Bottling Company United, Inc. | Refreshment Portfolio

Our Refreshment Portfolio consists of . . .

547 + Flavors in
17 Categories in
84 Package Types

Here is a glimpse . . .



Coca-Cola Bottling Company United, Inc. | Quick Facts

1902

Originated in 1902 as Birmingham Coca-Cola Bottling Company

1974

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

Today

- 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 Unites 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.