

## Q&A Spotlight



### 2015 Outstanding Supplier of the Year

# Coca-Cola Bottling Co. Consolidated

#### **CFIC Awards Outstanding Supplier of the Year**

CFIC's Outstanding Supplier of the Year Award recognizes the vital role of the Council's supplier companies and their continued support. This year's award was presented to Coca-Cola and accepted by Brenell Myatt and Jim Curl at Saturday night's President's Dinner.

"It is a huge honor to be selected as the CFIC Supplier of the Year," said Brenell Myatt, senior director of customer development. "One of our goals at Coca-Cola is to be collaborative with our customers. To receive this award shows that our customers value our partnership and we are helping them drive their business positively in these challenging times."

#### **Q: Since Coca-Cola Bottling Co. Consolidated has been in Charlotte since 1902, tell us about your history in the Carolinas.**

When J.B. Harrison moved to Greensboro from Chattanooga in 1902, Coca-Cola was largely unknown—and then only sold at drugstore soda fountains. Introducing this new product to thirsty Carolinians took ingenuity and determination. Refillable glass bottles were washed and filled by hand. Boxed crates of the new drink were delivered on horse-drawn wagons.

The company has grown dramatically over the last 113 years with Coca-Cola Bottling Co. Consolidated's franchise territories now stretching across the Southeast. One single product, Coca-Cola in a 6 1/2-ounce refillable bottle, has grown to include more than 250 brands and 600 different SKUs. The hand-operated filler and capper has been replaced by sophisticated high-speed filling lines, and the horse-drawn wagons have given way to a modern fleet of delivery trucks. Yet the values of hard work and integrity, dedication to quality and spirit of innovation that existed in 1902 are very much alive today at Coca-Cola Consolidated.

#### **Q: What trends are you seeing in the marketplace?**

Our beverage categories are huge and growing! In 2015, our beverage sales are currently up by 4.7%. We are optimistic that Coke Consolidated provides consumers with the beverages choices they need and want; from traditional carbonated beverages to sports drinks, juices and waters.

#### **Q. Out of the 3,500 products worldwide, how many does Coca-Cola currently produce for the Carolinas? What is your most popular?**

Coca-Cola Consolidated produces about 240 different products here in Charlotte, and the most popular item we sell is the 12oz Classic Coca-Cola cans sold in our innovative FridgePack packaging. The Charlotte branch is also the only manufacturing center in North America that currently sells the 253mL single bottles for Fanta and Sprite – so be sure to check those out the next time you're doing your grocery shopping.

#### **Q: In terms of branding, what are some of the events that Coca-Cola may be planning over the next year?**

As the local bottler, one of the most recent 'brand love' events we've had is the restoration of several Coca-Cola ghost murals. These events remind folks that Coca-Cola has been a part of Americana for more than 100 years, and allow us the opportunity to connect with our communities in a really unique way. We also run many of the national programs that The Coca-Cola Company has such as the Share-A-Coke initiative. We have had a lot of fun with that program, and love the level of consumer engagement.

#### **Q: One of the criteria for the CFIC Supplier of the Year is consistent and responsive customer service. Does Coca-Cola have core customer service principles that are communicated to your employees?**

Our Company Values are Accountability, Consistency, Courage & Conviction, Discipline, Honesty & Integrity, Humility, Morality,

Optimism, Respectful and Supportiveness. We believe that developing a culture based on these principles allows us to meet our goal of being leaders in the non-alcoholic beverage industry and building long-term value for our customers.

**Q: What are some of the ways that Coca-Cola serves communities?**

At Coca-Cola Bottling Co. Consolidated, our commitment to serve others, pursue excellence and grow profitably links directly to our overarching purpose: “To Honor God in All We Do.” We are innovators in the bottling field, and our organization is the largest independent Coca-Cola bottler in the United States. Our strides in sustainability and efficiency have helped us lead the way, and our love for and commitment to our communities is the very heart of our purpose. We have several programs in place that help connect us to our Carolina community. At the local level, CCBCC runs the Fit Family Challenge, a program that encourages families to get active together and log their healthy habits. In the sustainability sphere, we have the Recycle & Win initiative, which educates folks on how to recycle properly and then rewards them with a gift card from our grocery partners for doing so. CCBCC also places a heavy emphasis on Corporate Giving & Stewardship. We support local churches, nonprofit organizations and community events across our territory by donating product, and our employees volunteer thousands of hours a year. We are honored to partner with many organizations on these programs, and plan to continue these and other wonderful initiatives across the Carolinas in 2016.

**Q: What does it mean to you to be selected as the CFIC Supplier of the Year?**

It is a huge honor to be selected as the CFIC Supplier of the Year. One of our goals at Coca-Cola is to be collaborative with our customers. To receive this award shows that our customers value our partnership and we are helping them drive their business positively in these challenging times.

**Q: What would you say to other suppliers that are not involved with CFIC to encourage them to join?**

Being involved with CFIC gives us a platform to continue to foster our relationships not only with our customers but also with our vendor community. The other thing it allows us to do is be involved with the legislative process, not only to support our customers, but also lean on our customers to support us when needed.



CFIC President Hugh Smith hands Brenell Myatt of Coca-Cola the Outstanding Supplier of the Year Award.



Coca-Cola representatives (Refreshments and Bottling Co. Consolidated) pose for a photo op at Saturday's President's Dinner.

**Q. What advice would you give to a young person interested in entering the CPG or grocery retail sector?**

This business is about building relationships that last a lifetime. This industry is extremely challenging, but I would also say it is very rewarding. Our brands and the stores we do business in touches all of our communities and the impressions that we make on people's lives are everlasting. ☐

