

★ EXCLUSIVE DATA ON THE LEADING BOTTLERS IN THE UNITED STATES ★

# THE 2011 SOFT DRINK 20

*Beverage Executive* is proud to present the Top 20 U.S. bottlers ranked by 2010 net sales figures (expressed in U.S. dollars) and including insight on operational and management structure.

## 1. COCA-COLA REFRESHMENTS

1 Coca-Cola Plaza, N.W.  
Atlanta, GA 30313  
Tel: 404.676.2121

■ \$15.0 BILLION<sup>1</sup> ■ 1.3 BILLION<sup>2</sup>

**Employees:** 66,900

**Key Executives:** Steve Cahillane, president and CEO; Julie M. Francis, commercial leadership; Chris Lowe, foodservice and on-premise; Melvin F. Landis III, national retail sales; Brian P. Kelley, product supply system; Glen Walter, region sales

**Facilities:** More than 500 production and distribution locations

**Territory:** North America

**The Details:** Coca-Cola Refreshments continued to build strong, value-creating brands. Sparkling beverage volume was even (up 1 percent including new cross-licensed brands), and the company gained both volume and value share as it stayed focused on a well-defined brand, price, package and channel strategy. The company strengthened its leading brands through programs such as the global holiday campaign for Coca-Cola, Diet Coke Heart Truth and the marketing partnerships Coca-Cola Zero and Powerade have with the National Collegiate Athletic Association (NCAA). Coca-Cola Zero continued to deliver double-digit growth, while Sprite and Fanta also grew. The company continued to be the fastest-growing still beverage company,

led by double-digit growth for Powerade and the Simply brand. The company drove disciplined execution of its North American strategies while it began the process of integrating CCE's North American business.

North America business only, not including European business operations still part of CCE.



Coca-Cola's corrugate GIVE IT BACK rack is 100 percent recyclable. The racks should be available to grocery and convenience retailers nationwide by the end of 2011.

### KEY FOR TOP 20 BOTTLERS REPORT

■ Net Sales

■ Case Sales

<sup>1</sup> Beverage Executive Estimate

<sup>2</sup> InsideView, a leading provider of sales intelligence

**2. PEPSI BEVERAGES CO. (PBC)**

1 Pepsi Way  
Somers, NY 10589  
Tel: 914.767.7600

**■ \$14.0 BILLION<sup>1</sup>**

**Employees:** 70,000+

**Key Executives:** Eric Foss, CEO; Tom Bené, president, PepsiCo Foodservice; Victor L. Crawford, president, Field Operations; Dave DeCecco, vice president, communications; Tom Greco, executive vice president and chief commercial officer; Eric Llopis, chief strategy officer; Simon Lowden, chief marketing officer; James R. Lynch, senior vice president, supply chain; Linda Reddy, senior vice president of Human Resources; James R. Rogers, senior vice president, Global Bottling Capabilities and Best Practices; Cindy Swanson, chief financial officer; David Yawman, senior vice president and general counsel

**Facilities:** Over 400 U.S., including plant and warehouse locations

**Territories:** U.S., Canada and Mexico

**The Details:** On Feb. 26, 2010, PepsiCo completed its mergers with PAS and PBG to strengthen its North American beverage business. The North American bottling operations of PAS and PBG are now an operating unit of PepsiCo, known as Pepsi Beverages Co. (PBC). PBC operates in the United States, Canada and Mexico and encompasses approximately 75 percent of PepsiCo's North American beverage volume. PBC's diverse portfolio includes some of the world's most widely recognized beverage brands, including Pepsi, Mountain Dew, Sierra Mist, Aquafina, Gatorade, SoBe, Lipton and Amp Energy. PBC also manufactures and distributes third-party brands in key local markets such as Dr Pepper, Crush, Rock Star and Muscle Milk. The operating unit is headquartered in Westchester County, New York.

**3. DR PEPPER SNAPPLE GROUP**

5301 Legacy Drive  
Plano, TX 75024  
Tel: 972.673.6050

**■ \$3.3 BILLION<sup>1</sup>**

**Employees:** 19,000

**Key Executives:** Wayne Sanders, chairman of the board; Larry Young, president & CEO

**Facilities:** 22 bottling and manufacturing, more than 200 distribution

**Territories:** U.S., Canada, Mexico, Caribbean

**The Details:** In 2010, DPSG grew U.S. dollar share in carbonated soft drinks (CSDs) for the sixth straight year while delivering solid top- and bottom-line results. The company now holds a 40.4 percent dollar

share of the non-cola category, up 0.2 points in 2010.

**4. COCA-COLA BOTTLING CO. CONSOLIDATED**

4100 Coca-Cola Plaza  
Charlotte, NC 28211  
Tel: 704.557.4000

**■ \$1.5 BILLION**

**Employees:** 5,200

**Key Executives:** J. Frank Harrison III, chairman of the board & CEO; William Elmore, president and COO

**Facilities:** 47 (4 production, 43 sales distribution)

**Territories:** 11 states, predominantly in the Southeast

**Behind the Numbers:** Last year, the company experienced physical case volume increases of 4.4 percent, its highest volume growth in five years.

**5. HONICKMAN AFFILIATES**

8275 Route 130  
Pennsauken, NJ 08110  
Tel: 856.665.6200

**■ \$1.3 BILLION<sup>2</sup>**

**Employees:** 5,000 (approximate)

**Key Executive:** Jeffrey Honickman, CEO

**Facilities:** 11

**Territories:** MD, NJ, NY, OH, VA

**The Details:** Brand's in this private bottler's portfolio include Pepsi, Dr Pepper, Schweppes, Crush and Mountain Dew.

**6. PEPSI BOTTLING VENTURES LLC**

4141 ParkLake Ave., Suite 600  
Raleigh, NC 27612  
Tel: 919.865.2300

**■ \$782.0 MILLION ■ 72.2 MILLION**

**Employees:** 2,477

**Key Executives:** Keith Reimer, president and CEO; Derek Hill, CFO; Paul Finney, EVP sales and marketing; Matthew Bucherati, SVP operations and supply chain; Claire Niver, SVP human resources and development; George Suddath, VP corporate affairs

**Facilities:** 6 production, 22 distribution

**The Details:** Despite the sluggish economy, high unemployment and volatile input costs, PBV delivered strong financial performance with revenue and operating profit growing in the high single digits.

**7. COCA-COLA BOTTLING CO. UNITED, INC.**

4600 East Lake Blvd.  
Birmingham, AL 35217  
Tel: 205.841.2653

**■ \$712.0 MILLION ■ 112.0 MILLION**

**Employees:** 2,800

**Key Executives:** Claude Nielsen, chairman and CEO; Hafiz Chandiwala, VP & CFO; M. Williams Goodwyn Jr., EVP/general counsel; John H. Sherman, president, Gulf Coast Region; Darian Chustz, president, Gulf Region; Stanley Ellington, VP, United Packers, Inc.

**Facilities:** 18

**Territories:** AL, GA, LA, MS, SC, TN

**The Details:** Coca-Cola United is a privately owned bottler and reported gains in both net and case sales.

**8. BUFFALO ROCK CO.**

111 Oxmoor Road  
Birmingham, AL 35209  
Tel: 205.942.3435

**■ \$550.0 MILLION ■ 48.0 MILLION**

**Employees:** 2,150

**Key Executives:** James C. Lee III, CEO and board chairman; Matthew Dent, president & COO; Bruce Parsons, EVP & CFO

**Facilities:** 1 production, 14 distribution

**Territories:** Most of Alabama, Panhandle of Florida and Western Georgia

**The Details:** 2010 continued to be a tough year with rising costs in both expenses and commodities. Buffalo Rock says its people have been able to re-align its business to handle today's market needs and as a result the company is poised for positive growth and improved operations in coming years. The company continues to invest in infrastructure, both in manufacturing and distribution methods, and is making a concerted effort to recruit and develop personnel for the future.

**9. SWIRE COCA-COLA, USA**

12634 South 265 West  
Draper, UT 84020  
Tel: 801.816.5300

**■ \$480.0 MILLION<sup>1</sup>**

**Employees:** More than 1,700

**Key Executives:** Jack Pelo, president & CEO; C.B. Buckley, CFO; Paul Lukanowski, VP/GM; Kurt Fiedler, VP manufacturing; Jeff Edwards, VP IT/logistics; Joyce Hawkins, VP human resources

**Facilities:** 2 production, 27 distribution

**Territories:** AZ, CA, CO, ID, NE, NV, OR, SD, UT, WA, WY

**The Details:** Last year, Swire Coca-Cola USA launched Mello Yello, a citrus drink flavor first introduced in 1979, in 12-ounce 12-packs, 20-ounce and 1-liter bottles. The re-launch featured updated graphics for the brand and retro-themed promotional merchandise. Also, the company introduced packaging for Coca-Cola with 7.5-ounce mini sleek cans. The aim of the new package, the company says, is to differentiate the brand and pack portfolio and drive increased sales, revenue and profit growth. Sold in eight-packs, Coca-Cola Classic, Diet Coke, Sprite and Dr Pepper brands are available in the new can format.

## 10. G&J PEPSI-COLA BOTTLERS, INC.

9435 Waterstone Blvd., Suite 390  
Cincinnati, OH 45249

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**n** Net Sales    **c** Case Sales

<sup>1</sup> Beverage Executive Estimate

<sup>2</sup> InsideView, a leading provider of sales intelligence

Tel: 513.785.6060

**n** \$426.4 MILLION

**Employees:** 1,632

**Key Executives:** Stanley Kaplan, chairman; Thomas Gross Sr., vice chairman; Timothy Hardig, COO

**Facilities:** 4 production/distribution, 7 distribution

**Territories:** KY and OH

**The Details:** Taking part in the Pepsi Refresh project, G&J Pepsi-Cola Bottlers presented a \$10,000 grant to Energize Clinton County (Wilmington, Ohio) last year to support a new commercial energy efficiency program that would provide Clinton County businesses with free energy assessments through a partnership with the University of Dayton.

## 11. COCA-COLA BOTTLING CO. OF NORTHERN NEW ENGLAND

1 Executive Park Drive  
Bedford, NH 03110  
Tel: 603.627.7871

**n** \$335.0 MILLION    **c** 29.0 MILLION

**Employees:** 1,100

**Key Executives:** Larry Lordi, president & CEO; Bryan Riddell, VP finance & CFO; John Palermo, VP operations; Oakley Jones, VP of marketing

**Facilities:** 1 production, 13 distribution

**Territories:** CT, MA, ME, NH, NY, RI, VT

## 12. POLAR BEVERAGES

1001 Southbridge St.  
Worcester, MA 01610  
Tel: 508.753.4300

**n** \$325.0 MILLION

**Employees:** 300

**Key Executive:** Ralph Crowley Jr., president & CEO

**Facilities:** 8 (2 production, 6 distribution)

**Territories:** CT, DE, FL, GA, MA, MD, ME, MN, NC, ND, NH, NJ, NY, OH, PA, RI, SC, SD, VA, VT, WI

## 13. GREAT PLAINS COCA-COLA BOTTLING CO.

600 N. May Ave.  
Oklahoma City, OK 73107  
Tel: 405.280.2000

**n** \$300.0 MILLION    **c** 25.0 MILLION

**Employees:** 1,500

**Key Executives:** Robert Browne, chairman & CEO; Don Bischoff, president & COO; Henry Browne Jr., vice chairman & EVP; Clayton Sliger, CFO & VP

On the road to recovery, U.S. soft drink bottlers look to regain lost volume through product and package innovation and acquisitions.





finance

**Facilities:** 2 production, 6 sales centers

**Territories:** AR and OK

### 14. PEPSI MIDAMERICA CO.

2605 W. Main St.  
Marion, IL 62959  
Tel: 618.993.2136

**\$230.0 MILLION<sup>1</sup>**

**Employees:** 800 (approximate)

**Key Executives:** Harry Crisp II, chairman & CEO; Lee Crisp III, president & COO

**Facilities:** 1 production, 11 distribution

**Territories:** IL, KY, MO, TN

### 15. KALIL BOTTLING CO.

931 S. Highland Ave.  
Tucson, AZ 85719  
Tel: 520.624.1788

**\$194.4 MILLION** **C 17.9 MILLION**

**Employees:** 819

**Key Executives:** George Kalil, president; John Kalil,

VP; William Ourand, controller

**Facilities:** 1 production, 4 distribution

**Territories:** AZ, parts of CO, NM, TX, UT

### 16. BERNICK'S BEVERAGES AND VENDING INC.

PO Box 7008  
St. Cloud, MN 56302  
Tel: 320.252.6441

**\$142.0 MILLION** **C 12.6 MILLION**

**Employees:** 472

**Key Executives:** Richard Bernick, chairman; Dean Bernick, CEO; John Torgerson, COO

**Facilities:** 6

**Territories:** MN and WI

### 17. SACRAMENTO COCA-COLA BOTTLING CO. INC.

4101 Gateway Park Blvd.  
Sacramento, CA 95834  
Tel: 916.928.2300

**\$113.0 MILLION** **C 9.2 MILLION**

**Employees:** 485

**Key Executives:** Stephen Sellers Sr., chairman of the board; Jack Sellers, chairman emeritus; Rob Siebers, president and CEO; Bob Brown, executive VP finance and administration; Bob Dodero, VP manufacturing

**Facilities:** 3

**Territories:** CA

### 18. ABARTA BEVERAGE GROUP

1000 Gamma Drive, Suite 500  
Pittsburgh, PA 15238-2927  
Tel: 412.963.3165

**\$100.0 MILLION**

**Employees:** 100+

**Key Executives:** Charlie Bitzer, COO of ABARTA, Inc. and president of ABARTA Beverage Group; Peter Benzino, general manager of Buffalo Coca-Cola; Richard Horn, general manager of Cleveland Coca-Cola; Joseph Brake, general manager of Lehigh Valley Coca-Cola & Chester County Coca-Cola

**Facilities:** 3 production/distribution, 1 distribution only

**Territories:** NY, OH, PA

### 19. ADMIRAL BEVERAGE CORP.

821 Pulliam Ave.  
Worland, WY 82401  
Tel: 307.347.4201

**\$91.0 MILLION<sup>2</sup>**

**Employees:** 1,000

**Key Executives:** Kelly Clay, president; Tom Taylor, COO & SVP

**Facilities:** 18 distribution

**Territories:** AK, CO, ID, MT, SD, UT, WY

### 20. CHESTERMAN CO.

470 S. Lewis Blvd.  
Sioux City, IA 51102  
Tel: 712.255.8814

**\$75.0 MILLION** **C 7.0 MILLION**

**Employees:** 350

**Key Executive:** Cy Chesterman Jr., president

**Facilities:** 4

**Territories:** Parts of the Midwest

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