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# Coca-Cola Supports Hurricane Harvey Relief and Recovery in Local Communities

***The Coca-Cola Foundation Pledges \$1 Million to Disaster Relief Efforts in Southeast Texas and Louisiana***

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company and its local bottlers have a long history of supporting communities in their time of need. As southeast Texas and affected areas across the Gulf Coast begin to recover from the impacts of Hurricane Harvey, Coca-Cola is working to ensure that there is relief on hand.

Today, the philanthropic arm of The Coca-Cola Company – The Coca-Cola Foundation – pledged \$1 million to the American Red Cross, supporting local relief efforts. These funds will help provide immediate resources for necessary food and shelter and will aid in long-term rebuilding efforts.

"Coca-Cola always stands ready to help when people are in need. As the heartbreaking situation continues to unfold along the Gulf Coast, we are reminded of the importance of coming together and supporting each other," said Sandy Douglas, Executive Vice President and President, Coca-Cola North America; and Board Member of The Coca-Cola Foundation. "Our system has been mobilized to help in any way we can. We're working with our local bottlers, authorities and relief agencies, donating beverages and funds to help the community."

In addition to The Coca-Cola Foundation's monetary contributions, the Coca-Cola system, including Coca-Cola Southwest Beverages, Coca-Cola Bottling Company UNITED, Coca-Cola North America and fairlife, has donated nearly 25,000 cases of water, milk, sports drinks and other beverages to people affected by the storm so far, with more expected in the coming days.

The Coca-Cola system also is supporting its approximately 2,200 associates in the affected areas. Many employees have been evacuated from their homes and it is expected that more employees will need help and care.

The company is matching employee contributions made to the Coca-Cola Employee Disaster Relief Fund up to \$100,000. Proceeds will go to help Coca-Cola system associates who are impacted by the storm.

"Our Coca-Cola family lives and works in the areas impacted by this unprecedented storm and they know just how important it is to help our neighbors when they need it the most," said Mark Schortman, President and Chief Executive Officer, Coca-Cola Southwest Beverages. "Our local team is helping get water and milk to those needing assistance. Our team knows how to come together and do what is needed to help offer relief to the people hurting during these tough times."

Added Coca-Cola UNITED President and Chief Executive Officer John Sherman: "As part of the Coca-Cola system, we're proud to help the communities we serve. After last year's

floods in Baton Rouge, and the current devastation in Texas and possibly Louisiana, we are grateful to be part of a system that provides our associates and our communities such great support."

Coca-Cola is also using its online charitable giving platform to support relief efforts during the aftermath of Hurricane Harvey. People can visit [Coke.com/give](http://Coke.com/give) and enter codes found under the caps of Coca-Cola beverages – and inside multi-packs – and convert them into real-time donations to the American Red Cross.

### **About Coca-Cola Southwest Beverages**

Coca-Cola Southwest Beverages LLC (CCSWB), a U.S. subsidiary of Arca Continental, makes, markets and distributes Coca-Cola brands across our markets throughout Texas and parts of New Mexico, Oklahoma and Arkansas. We are headquartered in Dallas, and we employ over 7,500 associates in 42 facilities across our territories, including nine production plants.

Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand in Mexico, Argentina, Ecuador, Peru and it is the largest franchise bottler of the Southwest United States. With an outstanding history spanning more than 91 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world, as well as an upcoming relevant player in snacks industry.

### **About Coca-Cola Bottling Company UNITED Inc.**

Coca-Cola Bottling Company UNITED, founded in 1902 and headquartered in Birmingham, Alabama, is the largest privately held Coca-Cola bottler in North America and the third largest bottler of Coca-Cola products in the U.S. The Company is engaged in the production, sales and distribution of a diverse portfolio of sparkling (Coca-Cola, Diet Coke, Coke Zero, Sprite, Fanta, Dr Pepper) and still (Dasani, Smartwater, Powerade, Gold Peak, Monster, Minute Maid) non-alcoholic brands under exclusive franchise agreements principally with The Coca-Cola Company and The Dr Pepper Company.

For more than 115 years, exceptional customer service and passionate community engagement built on local relationships have been the foundation of its operating model. Since inception, Coca-Cola UNITED has remained true to its foundational core values: Quality, Excellence, Integrity and Respect.

Beginning in 2014, UNITED embarked on a major expansion as part of the Coca-Cola system refranchising of the North America markets by acquiring additional production, sales and distribution rights in territories in Alabama, Florida, Georgia, Louisiana, Mississippi and Tennessee. By the end of 2017, UNITED will have approximately 10,000 associates located in 52 territories across seven southeastern states. Franchises operated by UNITED include Chattanooga, the world's first Coca-Cola Bottler, and Atlanta, headquarters of the worldwide Coca-Cola system.

### **About The Coca-Cola Foundation**

The Coca-Cola Foundation is the global philanthropic arm of The Coca-Cola Company. Since its inception in 1984, the Foundation has awarded more than \$830 million in grants to support sustainable community initiatives around the world. For more information about The Coca-Cola Foundation, please visit [www.coca-colagivingback.com](http://www.coca-colagivingback.com).

## **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest total beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- and no-sugar options to help people everywhere more easily control added sugar. In addition to our namesake Coca-Cola drinks, some of our household names around the world include: AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to our world. That starts with reducing sugar in our drinks and bringing new and different drinks to people everywhere. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates, and bringing economic opportunity wherever we operate. In fact, together with our bottling partners, we employ more than 700,000 people around the world. For more information, visit our digital magazine Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow The Coca-Cola Company on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

The Coca-Cola Company

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