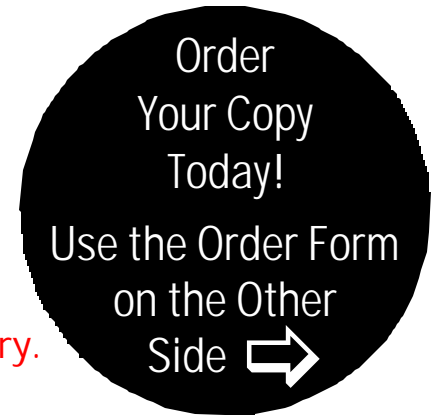


NEW Publication and CD-ROM from Beverage Digest:

'THE COKE SYSTEM'

Maps, Lists and Details

- Territory Map of the U.S. Coke System.
- Map of Top-10 Coke Bottlers.
- Names and addresses of U.S. Coke Bottlers.
- Addresses of U.S. Coke Bottler Production Sites.
- CD-ROM with bottler and plant contact information.
- Map of CCE Showing Dr Pepper Territory.
- Map of Coke Consolidated Showing Dr Pepper Territory.
- Map of CCE vs Top-3 Pepsi Bottlers.
- Map of Coke Consolidated vs Top-3 Pepsi Bottlers.



Dear Executive:

We are introducing a new publication: "The Coke System." **It is essential information for: bottlers, suppliers, franchise companies, analysts, investment bankers and marketing executives.** It is a complete guide to the Coca-Cola bottling system in the U.S. It is centered around our latest Coke franchise territory map.

For the Coke bottlers, we provide a geographical territory map. You get contact information for the headquarters of each bottler, including key executives -- **both in the book and on the CD-ROM.**

Also provided is a list of the Coca-Cola bottler production plants in the U.S. You get contact information for these productions sites -- **both in the book and on the CD-ROM.**

In addition, "The Coke System" book includes **five color maps** showing: 1) the Top-10 Coke Bottlers. 2) the territories of CCE and Coke Consolidated and where they have Dr Pepper. 3) competitive dynamic maps showing where CCE and Coke Consolidated compete against the top-3 Pepsi bottlers.

The information in this book provides an in-depth portrait of the U.S. Coke System. It is current as of mid-September, 2005. You can zero in on any and every Coke bottler in the U.S.

Please feel free to contact me, if you have any questions about "The Coke System." Thank you.

Sincerely,

John Sicher, Editor/Publisher
sicher@beverage-digest.com

P.S. The quickest way to order "The Coke System" is to complete the form on the other side of this letter and Fax it back to us at (914) 244-0774.

EXPRESS ORDER FORM

'THE COKE SYSTEM' Book and CD-ROM

YES! I want to receive a comprehensive guide to the Coca-Cola bottling system in the U.S.! Please rush me a copy of "The Coke System" book and CD-ROM, complete with maps showing the U.S. Coke system -- with competitive information -- and contact data for bottlers and production sites.

PRICE: \$150

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone: (____) _____ Fax: (____) _____

E-mail _____

- My check is enclosed (*payable to Beverage Digest*)
 Charge my: American Express MasterCard Visa

Card # _____ Exp. Date _____

Ship Via:

- 2-Day UPS (FREE) Overnight Delivery (add \$17 US / \$39 outside US)

4 Easy Ways to Order:

CALL: 914-244-0700 ♦ FAX: 914-244-0774

ONLINE: Visit our website: www.beverage-digest.com

MAIL: Beverage Digest, P.O. Box 621, Bedford Hills, NY 10507