

BEVERAGE DIGEST

# The Coke System



*Detailed Territory Information,  
Ownerships and Contacts*

*Current as of September, 2009*

FIFTH EDITION

By the editorial staff of Beverage Digest

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# INTRODUCTION

This fifth edition of "The Coke System" is an integrated, detailed look at the Coca-Cola bottling system in the United States. Expanding on our annual territory map, Beverage Digest has gathered together for each U.S. Coke bottler: headquarters location, contact information and key executive(s); production location(s) and contact information. All information is as of September, 2009.

Furthermore, we have produced multi-function color maps which show: 1) the Top-10 bottlers (based on U.S. bottle/can volume) and their territories. 2) Coca-Cola Enterprises and Coke Consolidated, showing where they have Coca-Cola brands and where they have Coca-Cola brands and Dr Pepper. 3) Coca-Cola Enterprises and Coke Consolidated and where they compete with the top Pepsi bottlers. The Pepsi system is in transition. PepsiCo is in process of buying what have been its top-2 bottlers: Pepsi Bottling Group and PepsiAmericas. Because the deal is likely several months from completion as of this book's publication, we are treating these bottlers as separate entities.

Also included with this book is a CD-ROM with databases of bottlers' headquarters and plant locations, allowing users to integrate this information into their contacts and/or address and phone lists.

For this new edition, we have included the latest Coke bottling system financial data from Glover Capital in Atlanta. Glover's unique data offers valuable insights on Coke system finances.

If you have any questions about the content of this book, please contact John Sicher, editor and publisher of Beverage Digest.

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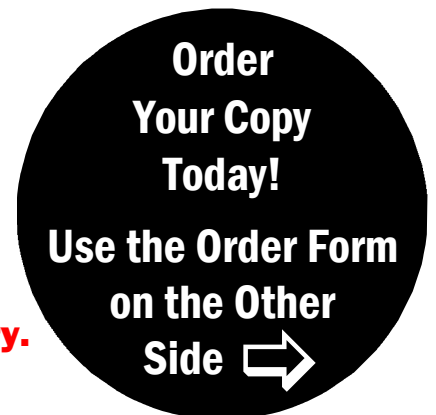
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# "THE COKE SYSTEM"

## New for 2009: Book and CD-ROM Maps, Contact Lists and Financial Data

- **Territory Map of the U.S. Coke Bottling System.**
- **Map of Top-10 Coke Bottlers.**
- **Maps of CCE & Coke Consolidated vs Top Pepsi 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 its Dr Pepper Territory.**
- **Map of Coke Consolidated Showing its Dr Pepper Territory.**
- **Coke Bottler Financial Data from Glover Capital.**



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The new and latest edition of one of our most successful publications -- "The Coke System" -- may now be ordered. **It updates the previous version, which is now out-of-date.** Its publication comes at a time of possible changes in the Coke North American business and should be a valuable tool.

This book **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.

The book includes **six color maps,** including a large-scale territory map of the U.S. Coke bottlers. You also 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 to the Coke territory map, "The Coke System" book includes **five more color maps** showing: 1) top-10 Coke bottlers. 2) territories of CCE and Coke Consolidated and where they have Dr Pepper. 3) competitive dynamics: where CCE and Consolidated compete against the top Pepsi bottlers.

Further, this new edition provides **the latest financial analysis of the U.S. Coke bottling system** by Atlanta-based Glover Capital.

This volume provides key information on the U.S. Coke System. It is current as of September, 2009. 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.**

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**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.

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