



BEVERAGE DIGEST

THE COKE AND PEPSI SYSTEM

MARCH 2021



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The Authoritative Resource:

Maps and Analysis of The Coke and Pepsi Bottling Systems

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ALL TERRITORIES COCA-COLA

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ALL TERRITORIES PEPSI

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BOTTLERS

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Production Plants

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Production Cooperatives

ABC
CC
CDC
CPF
EE
PNB
PNB

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TOP 10 COCA-COLA

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TOP U.S. COKE BOTTLERS:

The Top 10 Account for 89% of Volume

Top 10 US Coke Bottlers

Share of Coke's US bottle/can CSD volume.

Rank	Bottler	Key Metric	2008	2009	2010	2011
1	Coke Consolidated	1.00	28.2%	27%	27%	27%
2	Reyes Bottling*	1.00	17.0%	18%	18%	18%
3	Coke Bottling Services	1.00	11.0%	11%	11%	11%
4	Coke Bottling	1.00	10.0%	10%	10%	10%
5	Coke Bottling	1.00	7.0%	7%	7%	7%
6	Coke Bottling Services	1.00	5.0%	5%	5%	5%
7	Liberty Coca-Cola Bottling	1.00	3.0%	3%	3%	3%
8	Coke Northwest (CWB)	1.00	2.0%	2%	2%	2%
9	Heartland Coca-Cola Bottling	1.00	2.0%	2%	2%	2%
10	Coke North	1.00	2.0%	2%	2%	2%
	Total		88.0%	89%	89%	89%

* Includes Reyes Coca-Cola Bottling and Great Lakes Coca-Cola Bottling

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Northeast USA COCA-COLA

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Legacy Map COCA-COLA, 1983

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TOP 10 PEPSI

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TOP U.S. PEPSI BOTTLERS:

The Top 10 Account for 91% of Volume

Top 10 US Pepsi Bottlers

Share of Pepsi's US bottle/can CSD volume.

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* PBC is wholly-owned by PepsiCo and is an operating division of the company.

Northeast USA PEPSI

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Legacy Map PEPSI, 1983

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PRODUCTION PLANTS

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PLANTS COCA-COLA

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Coke and Pepsi Bottling Systems: Consolidation

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THE HISTORY OF THE UNITED STATES
FROM 1776 TO 1876

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FROM 1776 TO 1876

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THE HISTORY OF THE UNITED STATES
FROM 1776 TO 1876



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Coke Refranchising:

The Evolution of CCR From 2014-2017

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Case Study: [Redacted]

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