



CONSOLIDATED
COMMITMENT

environment • stewardship • community



COMMITMENT TO STEWARDSHIP

At CCBCC, service is something we live and breathe, and our efforts are showcased through our stewardship initiative, Coke Cares. We strive to serve the physical, emotional and spiritual needs of others with caring hearts and hands, while increasing the presence of Coca-Cola and its compassion in the marketplace. CCBCC also provides ongoing support for nonprofit organizations within our territory.

Through our stewardship program, we manage and coordinate service activities that encourage employees to share their time, talents and treasures. Our employees volunteer thousands of hours annually to make good things happen in our communities. We are committed to practicing humility by putting the needs of others first.



COKE CARES PILLARS

Chaplaincy

Employee giving campaign

Employee enrichment

Employee recognition and fellowship

Family events

Prayer (encouraged and accepted for those who choose to do so)

WHAT COKE CARES DOES

Cares for our families

Cares for each other (fellow employees)

Cares for our customers, consumers and suppliers

Cares for our communities



At Coca-Cola Bottling Co. Consolidated (CCBCC), our commitment to serve others, put us on a path to success. We are guided by our motto, “To Honor God in All We Do.” We are pioneers in the bottling field, and our organization has a rich history of innovation. Our strides in sustainability and efficiency have helped us lead the way, and our love for

COMMITMENT TO THE COMMUNITY

REFRESH. RECYCLE. REPEAT

CCBCC believes recycling is a rewarding experience, so in partnership with The Coca-Cola Company, we created the “Recycle and Win” program to encourage our neighbors to experience it themselves. We partnered with cities and counties in West Virginia, Virginia, North Carolina, South Carolina and Tennessee to promote awareness of good recycling practices. We teamed up with great retail partners like Harris Teeter, Kroger and Bi-Lo, so residents in these areas can win gift certificates for groceries when they recycle.

The program is fun and easy. Residents receive a brochure in the mail with an opt-in sticker explaining the rules. To participate, they put the sticker on their recycling bin, place recyclables inside and place the bin by the curb on recycling day. The prize patrol randomly visits neighborhoods and rewards people for recycling the right way.

We continue to expand the program to new cities and towns across the Southeast. The prize patrol could be visiting your neighborhood soon – be on the lookout! In the meantime, practice recycling in your town. It’s good for the planet, and that’s a winning strategy – no matter where you live.



CONSERVATION

Driving the effort to promote rain-barrel use, the Nashville, Tenn., production facility provides empty concentrate drums to the Cumberland River Compact (CRC). Each year, as part of CRC education classes focused on preserving water and natural resources in southeastern rivers, more than 500 of these drums are converted into rain barrels. Using rain barrels to collect water that is then used to water plants, wash a car or wash windows, is a great way for individuals to save water, save money and help protect the environment.

CCBCC barrels are repurposed as recycling bins in all our regions, as well as compost bins in select areas. We also donate bins to local parks, schools, community organizations and hospitals for recycling programs.

HEALTHY ACTIVE LIFESTYLES

Part of CCBCC’s commitment to our communities is encouraging consumers to lead healthy, active lifestyles. In 2010-2011, our partnerships with local health care and recreational organizations provided an opportunity to bring active lifestyles to the forefront of our communities. To support families in their efforts to get out and get moving, we developed a series of supervised active lifestyle programs for parents and children called Live Positively: Get the Ball Rolling.



pursue excellence and grow profitably links directly to our overarching purpose:

tion is the largest independent Coca-Cola bottler in the United States.

or and commitment to our communities is the very heart of our purpose.

HEALTHY ACTIVE LIFESTYLES PARTNERS:

- Presbyterian Hemby Children's Hospital
- Harris Teeter
- Charlotte Checkers
- Charlotte Eagles
- Charlotte Knights

COMMUNITY GIVING

Our corporate giving mission is to meet the physical, emotional and spiritual needs of people in the communities where we live and do business – and beyond. Our goal is to assist nonprofits and ministries by providing resources that enable them to serve the diverse needs of others.

THROUGH OUR PHILOSOPHY OF GIVING, WE VALUE:

- Children and families
- Education
- Culture and the arts
- Active healthy lifestyles
- Ministries



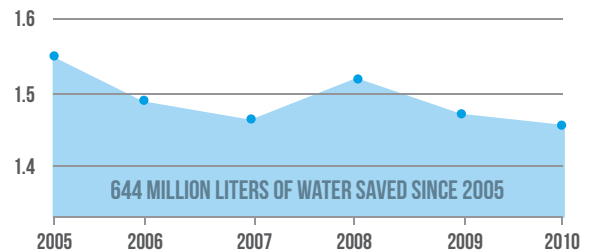
COMMITMENT TO THE ENVIRONMENT

CCBCC promotes and follows sustainable practices to reduce the environmental impact of our activities. Our manufacturing and distribution centers are located in places our employees and others call home, and it is essential that our homes are safe and clean.

CCBCC has taken major steps toward environmental sustainability with infrastructure improvements. To achieve our 2012 goal of cutting company-wide landfill waste in half, we installed state-of-the-art recycling equipment in Mobile, Ala.; Roanoke, Va.; Nashville, Tenn.; and Charlotte, N.C.

MANUFACTURING WATER USE RATIO

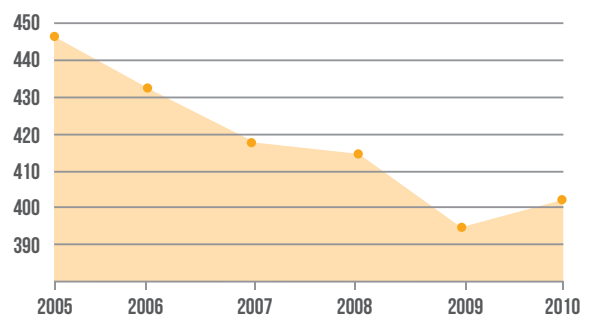
IN LITERS WATER/1 LITER OF PRODUCT



CCBCC operates some of the world's most water-efficient bottling plants, far exceeding industry averages for water conservation. We have not only reduced water use in our plants – we also recycle wastewater from our manufacturing processes, while adhering to stringent quality standards.

MANUFACTURING ENERGY USE TOTAL

IN MILLION MEGAJOULES



Good energy management lowers operating costs and reduces our carbon footprint. Our manufacturing operations use fluorescent lighting to conserve energy, and we are steadily improving the efficiency of our natural gas-fired boilers.



We also installed energy-efficient lighting in our manufacturing plants, which has reduced our energy usage. The amount of energy we're saving each year is equivalent to the energy used in more than 220 U.S. homes.

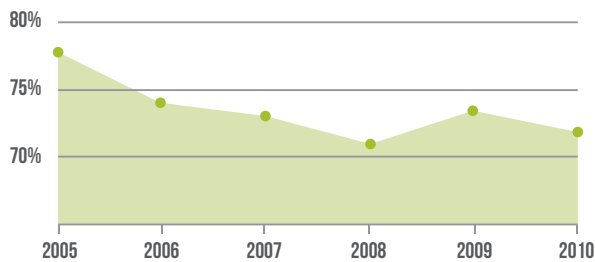
The majority of the natural resources we use and the impact of our conservation efforts can be tracked in the areas of water, energy and packaging.

We also encourage our partners to share our commitment to conserving natural resources. With this common goal, we can achieve operational excellence.



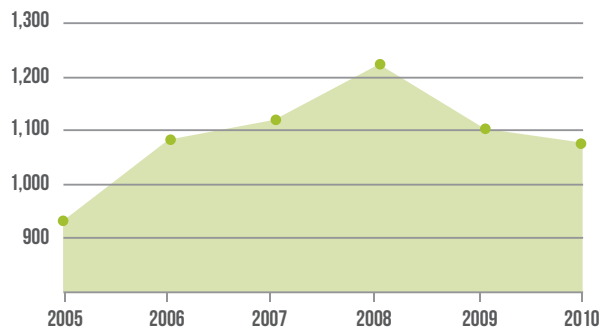
MANUFACTURING RECYCLING EFFICIENCY

IN PERCENT OF TOTAL WASTE RECYCLED



MANUFACTURING LANDFILL DISPOSAL

IN TONS



Waste reduction and recycling require diligence and a commitment to continuous improvement. In addition to our manufacturing efforts, we have successfully partnered with communities to improve recycling rates.





CCBCC is the nation's largest independent Coca-Cola bottler. We make, sell and distribute Coca-Cola products along with other unique beverages. With more than 6,000 employees, CCBCC has five production centers and 46 distribution centers. CCBCC operates in 11 states, primarily in the Southeast, with corporate offices in Charlotte, N.C. We carry more than 183 brands and sold more than 130 million cases in 2010. We have more than 94,000 customers within a consumer base of approximately 20 million people.



COCA-COLA BOTTLING CO. CONSOLIDATED

4100 Coca-Cola Plaza • Charlotte, N.C. 28211

www.CokeConsolidated.com



www.facebook.com/CokeConsolidated



www.twitter.com/CokeCCBCC

