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FOR IMMEDIATE RELEASE

ABARTA Coca-Cola Named Smart 50 Honoree for Third Year in a Row

October 12, 2022 – PITTSBURGH, PA – ABARTA Coca-Cola’s Chief Executive Officer, Charlie Bitzer, has been recognized by Smart Business Magazine as one of the top executives of the 50 smartest companies in the Greater Pittsburgh region. This is the third year in a row the CEO has led the company onto the top 50 list.

With a focus on putting people first, placing strategic goals within innovation, impact, and sustainability, and fostering a sense of community, ABARTA Coca-Cola continually exceeds the requirements to be recognized as one of the “smartest companies.”

“As a family-owned business, ABARTA Coca-Cola Beverages is committed to putting people first and serving our customers at the highest level, with excellence and integrity,” said Charlie Bitzer, CEO of ABARTA Coca-Cola. “We consider our employees to be an extension of this time-honored, deeply held commitment,” said Bitzer.

ABARTA Coca-Cola has worked diligently over the past few years to engage employees and create a culture of collaboration. Focusing on how to grow together as a team, an annual engagement survey has helped formulate plans, and continually keeps the company evolving and innovating.

ABARTA Coca-Cola exemplifies and prioritizes sustainability practices and community engagement, both on a local and national level. Recently the company sponsored an Atlas Reverse Vending Machine at Lafayette College. The machine accepts plastic bottles and aluminum cans and is the first of its kind in Pennsylvania. ABARTA Coca-Cola is also completely aligned with the sustainability philosophies of Coca-Cola.

With 14 distribution centers across Pennsylvania, Ohio, and West Virginia, ABARTA Coca-Cola partners and supports local organizations through product donations and event participation.

“Quenching the thirst of our neighbors is not only our company’s vision statement but a guiding principle. We believe our products bring joy and we make it a priority to spread that joy to our customers, and the communities we serve,” said Bitzer.

ABARTA Coca-Cola is honored to be recognized as one of the smartest companies in the Pittsburgh region and will continue to maintain and push forward in our industry as a leader in innovation, impact, and sustainability and keep our people and our communities as the highest of priorities.

To learn more about ABARTA Coca-Cola visit abartacocacola.com and to learn more and read about all the Smart 50 honorees, visit sbnonline.com.



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About ABARTA Coca-Cola

ABARTA Coca-Cola is the exclusive distributor of Coca-Cola beverages throughout most of Pennsylvania, including Pittsburgh, Erie, Johnstown, Altoona, Harrisburg, Mt. Pocono, the Lehigh Valley, and parts of West Virginia and Ohio. A family-owned company committed to being visible, engaged partners to our customers and the communities we serve, ABARTA Coca-Cola works tirelessly to put people first by partnering with countless groups and organizations that directly impact local neighborhoods and being involved with initiatives where our employees live, work and play. ABARTA Coca-Cola proudly aligns with the sustainability and philosophies of Coca-Cola, including water conservation, recycling, and managing our carbon footprint. As the exclusive distributor for over five years, ABARTA Coca-Cola offers a refreshing selection and full range of Coca-Cola beverage products, varieties, and package sizes. Learn more about ABARTA Coca-Cola at abartacocacola.com and follow us on [Facebook](#), [LinkedIn](#), and Instagram.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

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