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FOR IMMEDIATE RELEASE

**ABARTA COCA-COLA BEVERAGES WELCOMES THE ICONIC COCA-COLA HOLIDAY CARAVAN TO
PITTSBURGH**

November 14, 2022 – PITTSBURGH, PA – ABARTA Coca-Cola Beverages, the area’s exclusive Coca-Cola bottler and distributor is excited to welcome back the 2022 Coca-Cola Holiday Caravan. Stops are planned across the region, including Downtown Pittsburgh’s Light Up Night. This iconic holiday truck will be displayed at select locations from November 16 to November 20.

Completely decked out with thousands of sparkling lights the Coca-Cola Holiday Caravan will offer free photos with Santa, Coca-Cola Zero Sugar samples, and a visit from Pittsburgh Pirates mascots at select locations. The kick-off to this series of events will be held Wednesday, November 16, at 12 p.m. at the Giant Eagle in Gibsonia, PA.

With a focus on giving back meals to communities the Coca-Cola Holiday Caravan visits, the launch event will benefit Greater Pittsburgh Community Food Bank. The Coca-Cola Company, Body Armor, Giant Eagle, and ABARTA Coca-Cola will be donating \$20,000 to the Greater Pittsburgh Food Bank and 20 cases of Coca-Cola products.

Celebrating its 25th year, the Coca-Cola Holiday Caravan has been traveling across the country for the holiday season since 1997 after the company launched the seasonal “Santa Packs” of Coca-Cola and premiered the now nostalgic Coca-Cola caravan commercials in 1995.

“We are very excited to welcome the Coca-Cola Holiday Caravan to our market and to help spread the joy of the holidays this season,” said Charlie Bitzer, CEO of ABARTA Coca-Cola Beverages. “We know the holidays can bring on additional expenses and we are thrilled to be able to offer photos with Santa at no cost to our communities.”

With stops planned at select retailers including Giant Eagle, Shop-N-Save, and Home Depot, the Coca-Cola Holiday Caravan truck will round out its visit at the Wilfred R. Cameron Wellness Center in Washington, PA on Sunday, November 20, this location will be accepting monetary and nonperishable food donations to Food Helpers, a division of the Washington County Food Bank.

For additional details regarding the 2022 Coca-Cola Holiday Caravan visit abartacocacola.com.



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About ABARTA Coca-Cola Beverages

ABARTA Coca-Cola Beverages 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 Beverages 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 Beverages 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 Beverages at abartacocacola.com and follow us on [Facebook](#), [LinkedIn](#), and Instagram.

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