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FOR IMMEDIATE RELEASE

ABARTA Coca-Cola Beverages Announces New State-of-the-Art Harrisburg Sales and Distribution Center

Harrisburg, PA, February 19, 2025 - ABARTA Coca-Cola Beverages is excited to announce the launch of an innovative new project to build a state-of-the-art sales and distribution center in Harrisburg, PA by its subsidiary, ACCB Harrisburg RE, LLC. Harrisburg, ACCB will be investing over \$100 million into the new 240,000 square foot facility with the goal of significantly expanding ABARTA Coca-Cola Beverages operations and capabilities, providing a much larger and more technologically advanced space than any of ABARTA Coca-Cola Beverages' existing centers.

The new facility will feature the latest automated technology, including Vertique, a cutting-edge case-picking and pallet-building system. This new advanced infrastructure will allow the center to operate at maximum efficiency, making it a key hub for supporting ABARTA Coca-Cola Beverage's growing team and the expanding needs of its territory for years to come.

"We are thrilled to begin this next chapter for ABARTA Coca-Cola," said Charlie Bitzer, Executive Chair of ABARTA Coca-Cola Beverages. "This facility will not only enhance our operations here in Harrisburg, but it will also play a critical role in supporting our entire territory, helping us continue to provide excellent service to our communities."

While the project is still in the early stages, ACCB Harrisburg has acquired the land for the new facility in South Lebanon Township and hopes to break ground in the summer of 2025 with expectations of the facility to be fully operational by the end of 2026.

ACCB Harrisburg has partnered with BW Design Group for strategic network planning and construction services. With over thirty years of experience with the Coca-Cola system, BW Design Group is a leading fully integrated architecture, engineering and construction firm in the food and beverage industry.

This new sales and distribution center will allow ABARTA Coca-Cola Beverages to grow, improve efficiencies, and create competitive advantages across its entire service territory. More importantly, it reinforces ABARTA Coca-Cola Beverage's long-term commitment to the communities it serves and further solidifies its position as a local leader in the beverage industry.

"Our business has always been rooted in family, service, and community," said Jim Dinderman, Chief Operating Officer of ABARTA Coca-Cola Beverages, "by expanding our footprint and putting down roots in Harrisburg this project showcases our optimism and commitment to our customers and our market."

The current Harrisburg facility distributes 6.7 million cases of product per year and serves 17 counties. Below are the initial renders of the new facility. ABARTA Coca-Cola Beverages will continue to provide updates on the project's progress and looks forward to sharing future developments with the public. For additional information regarding construction, design and site specifics please contact, Steven Shapleigh at Steven.Shapleigh@BWDesignGroup.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 BW Design Group

BW Design Group is the only independent, fully integrated AEC firm powered by a Manufacturer's Mindset™. Committed to helping our clients realize their most critical goals from Strategy to Commercialization™, we combine deep domain expertise in the manufacturing environment with an approach that is built to serve the dynamic needs of our clients. To learn how we're building the future of manufacturing and technology, go to bwdesigngroup.com.

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