



CONTACT | Chelsea Sklarsky
Public Relations Specialist
csklarsky@abartacocacola.com
412.518.6766

FOR IMMEDIATE RELEASE

ABARTA Inc, ABARTA Coca-Cola Beverages Announces Retirement of Chair of the Board, CEO and President, James A. Taylor

November 19, 2024 – Pittsburgh, PA – ABARTA Coca-Cola Beverages announces the retirement of James Taylor, esteemed Chair of the Board, and former CEO and President of ABARTA Oil & Gas Company, effective May 2, 2025.

Taylor has been an integral part of the ABARTA leadership since he joined the team on June 15, 1985. Over the past four decades, his leadership, vision, and commitment have been instrumental in shaping the company into what it is today. As a member of the family that owns ABARTA, Taylor has contributed professionally and imbued the organization with a deep sense of tradition and values.

Taylor has demonstrated exceptional dedication throughout his tenure and achieved numerous milestones. From beginning his career at the Press of Atlantic City, rotating through various departments, including the mail room, advertising, the press room, and circulation, to even managing a unique project and building a new office in Pleasantville, New Jersey, Taylor never shied away from challenges and sought out new opportunities from the very beginning of his career.

Taylor left the Press of Atlantic City to pursue his Master of Business Administration at the University of Michigan. Shortly after graduating with his MBA, Taylor worked in the finance department for Buffalo Coca-Cola.

Taylor's vast experiences ultimately led him to ABARTA Oil and Gas as CEO and President for over 27 years. Leading an incredible team of individuals, the group made sure to have fun while getting the job done. During this time, Taylor was simultaneously the Chair of the Board of Directors for ABARTA Inc. In 2023, while Chair of the Board, ABARTA Inc. was recognized as Private Company Board of the Year by *Private Company Director Magazine*.

"Through Jim's tenure he has showed exceptional leadership, integrity, and vision that has helped shape our company's journey," said Charlie Bitzer, CEO, ABARTA Coca-Cola Beverages.

ABARTA Inc. saw many expansions while under his guidance. His strategic insights and unwavering commitment to excellence have left an indelible mark on our company.



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In his final career move to Senior Vice President of Strategic Initiatives, Taylor has worked closely with senior leadership to help plan for the future of ABARTA and identify company strengths and opportunities.

“Jim’s retirement marks the end of an era, and while we will miss his daily presence, we are also excited for him as he embarks on this new chapter of his life,” said Bitzer. “We give our heartfelt gratitude to Jim for his remarkable service and wish him all the best in his well-deserved retirement.”

As a result of Jim’s retirement, ABARTA’s Board of Directors has named Charles Bitzer Executive Chair of the Board effective January 22, 2025.

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.

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