

AUGUST 2023



THE

ABARTIAN

THE OFFICIAL NEWSLETTER OF
ABARTA COCA-COLA BEVERAGES

THE ABARTIAN

ABARTA COCA-COLA CELEBRATES SIX YEAR ANNIVERSARY

Happy 6-year anniversary to ACCB! On July 29, 2017, we founded this great company and began carving the path we've now traveled for six amazing years.

Over the years, we've experienced unique challenges and opportunities that have pushed us toward growth and excellence. We are a leading bottler in the Coca-Cola system because of the hard work and daily efforts of our associates that add up to big wins for our business. We can all be proud of those wins because we have all played our part.

As we reflect on where we started, we have made significant progress and improvements. As One Team with One Mission, we are united in problem-solving, building efficiencies anywhere we can, and becoming an integral part of each community in our territory.

I am confident that six years from now, we'll feel proud of where we were today and even prouder of how that foundation has supported a bright future. We still have work to do, but our associates have established plenty of momentum to take ACCB to new heights.

Thank you for your unwavering commitment to ACCB, your coworkers, and your communities. I look forward to celebrating many more great years to come!



Charlie Bitzer
Charlie Bitzer
Chief Executive Officer



2023 KEURIG DR.PEPPER SCHOLARS

CELEBRATING OUR FIRST QUARTER WINNER

Keurig Dr.Pepper has partnered with ABARTA Coca-Cola Beverages and are offering employees and their immediate family members the opportunity to win a \$5,000 scholarship each quarter for 2023.

Our first-quarter winner is Kylie Berthold. Kylie is a junior at Kent State University and studying to be a paramedic. Kylie's father, Kevin Berthold is the Walmart Sales Execution Manager for the west territory. He is based out of our Cleveland Distribution Center.



Employees at ACCB and their family members are tasked with writing a 250 - 500-word essay on how they have given back to their workplace, community, or school. Kylie highlighted her passion for helping others and exemplified community stewardship through many volunteerism projects.

Congratulations to Kylie, and best of luck with all your future endeavors.

The second quarter winner will be announced soon. All essays submitted that were not previously chosen do carry over to the following quarter. Please scan the QR code below to learn more and to enter your essay for a chance to win.

Dr Pepper & Canada Dry Scholarship Contest

2023
Dr Pepper
CANADA DRY
Enter FOR A CHANCE TO Win a \$5,000 SCHOLARSHIP!
ONE WINNER CHOSEN EACH QUARTER IN 2023
SEE IN-HOUSE POSTERS FOR FULL DETAILS

Our friends at Canada Dry & Dr Pepper are giving ABARTA Coca-Cola Beverages employees and their family members the opportunity to win a \$5,000 Scholarship each quarter in 2023!

The scholarship is open to both CURRENT and FORMER students and can be used to pay off student loans or other eligible college expenses.

HOW TO ENTER

Write a short essay (250-500 words) that describes how you've given back to your workplace, school, or community.



SCAN TO SUBMIT YOUR ESSAY

ROLLING BILLBOARDS ACROSS MARKETS

Between 2022 and 2023, 20% of ABARTA Coca-Cola Beverages trailers will be updated with Kwik Zip installations.

Spanning across all distribution territories and representing several brands - this project was possible with support from various brand partners.

The brands represented are Coca-Cola Zero Sugar, Smartwater, Vitamin Water, Gold Peak Tea, Bodyarmor, Core Power, Dr. Pepper, Fanta Orange, Seagram's Gingerale, and cobranded Pittsburgh Pirates with Coca-Cola, Coca-Cola Zero-Sugar, and Smartwater

Take a look at our YouTube channel to see all three videos showcasing the transformation.



CLICK THE PLAY BUTTON TO WATCH
THE FULL INSTALL VIDEOS

NEW PRODUCTS & COLLABORATIONS

COMING SOON



FANTA HALLOWEEN
LAUNCHES AUGUST 28
AND WILL BE A LIMITED
TIME SPOOKTACULAR
OFFERING



COMING SOON

MONSTER ENERGY NOW OWNS BANG ENERGY.
ABARTA COCA-COLA BEVERAGES HOPES TO
LAUNCH THE PRODUCTS THIS OCTOBER

COMING SOON

ELEVATE
YOUR ON-THE-GO

Seagram's



SEAGRAMS BRANDS WILL BE
MAKING THEIR DEBUT IN THE
CLEVELAND MARKET THIS OCTOBER

COMING SOON

SPRITE WINTER SPICED CRANBERRY AND
SPRITE WINTER SPICED CRANBERRY ZERO
SUGAR WILL BE BACK THIS OCTOBER FOR
THE HOLIDAY SEASON



DISTRIBUTION CENTER SPOTLIGHT

READING, PENNSYLVANIA

- ABARTA Coca-Cola Beverages hosted an ACCB Day at the Santander Arena with the local minor league hockey team, the Reading Royals. Distribution Center Manager Max Caldwell along with Greg Shade, worked to secure 100 tickets for employees and their families and gave away t-shirts and food and even provided front-row seats behind the net!
- To celebrate another successful Fourth of July Holiday in Reading, ACCB brought in Lio's Food Truck on July 6.
- ACCB Reading will host a Labor Day Cookout on August 24.

**THE READING DISTRIBUTION CENTER ADDED THIS COLORFUL
NEW MURAL TO THEIR WALLS BY LOCAL ARTIST CARRIE FROM
PROMISE LAND ART**



EMPLOYEE SPOTLIGHT

AARON PRIDE

Jason Selvoski our Field Service Supervisor recently received the following letter from a client in our Pittsburgh territory highlighting team member Aaron Pride for going above and beyond while in the field.

We would like to thank Aaron for representing the ABARTA Coca-Cola Beverages family with the highest degree of professionalism and superior customer service.



My name is Katie and I'm a manager at Row House Cinema in Lawrenceville. We made a service call about our Coke machine last Tuesday, July 4th, and I'm just reaching out because the service that was provided by your representative, Aaron, was perhaps some of the best customer service I have had the pleasure to receive in my time working here. He was thorough, he answered all of our questions, he took the time to show us proper cleaning techniques to avoid similar problems in the future, he told us about services that we didn't even know were accessible to us, and he added a soda water button to our machine, which is something that I was told by multiple other Coke representatives was not possible. I just wanted to let you know what an amazing employee you have and thank him for going above and beyond the requirements of the job.

ABARTA COCA-COLA BEVERAGES CELEBRATES EIGHT COCA-COLA SCHOLARS FROM ACROSS OUR TERRITORY

HERE ARE A FEW WINNERS AND MEMBERS OF THE
ABARTA COCA-COLA BEVERAGES TEAM
CELEBRATING THE SCHOLARS AT THEIR SCHOOL
AWARD CEREMONIES



Yikun Zhou, a Senior at Westlake High School
Chad McKay District Sales Manager with ABARTA
Coca-Cola Beverages in Cleveland, Ohio



Omar Abdellall, a Senior at East Stroudsburg High
School South and Jacqueline Czachor, Market
Development Manager with ABARTA Coca-Cola
Beverages in Pittston, PA



Elaine Gombos, a Senior at Shadyside Academy and
Chelsea Sklarsky PR Specialist with
ABARTA Coca-Cola Beverages, in Pittsburgh, PA

This past Spring, the ABARTA Coca-Cola Beverages team was honored to attend and celebrate eight Coca-Cola Scholars award winners across our territories. These students were selected from over 91,000 applicants and have been recognized as some of the country's most outstanding high school leaders by the Coca-Cola Scholars Foundation.

The winners were awarded \$20,000 college scholarships. As members of the 35th class of Coca-Cola Scholars, these students exemplify superior leadership, service, and academics and are also change agents, positively affecting others in the community. ABARTA Coca-Cola Beverages is proud to honor and celebrate these stand-out students.

To learn more about the Coca-Cola Scholars program, please visit coca-colascholarsfoundation.org.

The Coca-Cola Scholars application is now open for 2023-2024 high school graduates. The deadline to apply is by 5pm October 2.



**COCA-COLA
SCHOLARS
FOUNDATION**



IN THE COMMUNITY

OPERATION BACKPACK

ABARTA Coca-Cola Beverages is proud to partner with Volunteers of America to support Operation Backpack for the 2023 school year. Hoping to fill 100 backpacks for K-12 students in Pittsburgh, Central PA, Allentown, and Northeast PA, ABARTA Coca-Cola Beverages hopes to lessen the burden for underserved communities by fulfilling their back-to-school supply needs and helping kick off their new school year right!

To learn more about Operation Backpack, and to donate to our fundraising efforts click the link below.

operationbackpack/ACCB



AMERICAN HEART ASSOCIATION

ABARTA Coca-Cola Beverages recently partnered with Giant Eagle to make a \$10,000 donation to the American Heart Association. We look forward to participating in this year's walk. Use the link below to register for the event and walk with the ABARTA Coca-Cola Beverages team.

Saturday, November 4
Time - TBD
Point State Park

[American Heart Association Heart Walk Pittsburgh](#)

Stay tuned for a flyer with additional information for a Heart Walk near you.



MUSIKFEST 2023

ABARTA Coca-Cola Beverages took over a small corner of Musikfest 2023 in Bethlehem, PA and rocked out at the ten day event that offers festival goers live music, family friendly activities, over 49 vendors and a fireworks display.

This year was the 40th anniversary of "musical awesomeness" and we are proud to be a small part of this incredible event.

Great work by our cooler service, distribution, warehouse, reset, and sales teams.



SUSTAINABILITY

>>> WORLD WITHOUT WASTE

The Coca-Cola Company along with its network of bottlers, including, ABARTA Coca-Cola Beverages established a World Without Waste in 2018 with three primary goals. This three pronged approach is working to create systemic change through product design, how bottles are recycled and reused and actively working together as community partners across our global network.

World Without Waste Goals

- >>> To make 100% of our packaging recyclable globally by 2025—and use at least 50% recycled material in our packaging by 2030
- >>> To collect and recycle the equivalent of one bottle or can for each one we sell by 2030
- >>> To participate in partnerships that bring people, businesses, and industries together to support a healthy, debris-free environment

61% OF THE EQUIVALENT BOTTLES AND CANS WE INTRODUCED INTO THE MARKET IN 2022 WERE COLLECTED AND REFILLED OR COLLECTED FOR RECYCLING

LEARN MORE >>



