

JANUARY 2025



THE

ABARTIAN

THE OFFICIAL NEWSLETTER OF
ABARTA COCA-COLA BEVERAGES

THE ABARTIAN

We're excited to share some important updates as we wrap up 2024. Brandi Shortt, President of ACCB, provides a detailed overview of our financial performance and safety metrics for Q4 of 2024, highlighting key achievements and areas of focus. Charlie Bitzer, CEO, discusses some important leadership changes within the organizations, outlining how these shifts will drive our continued growth and success.

As we transition into 2025, it is crucial that we continue to lead with safety. As Charlie says, "Slow down. Think about safety before you move. Identify hazards before you take an action."



As always, we'd like to wish a heartfelt thanks to our incredible team for their hard work and dedication throughout the year. Together, we're looking forward to an even more successful 2025!



Charlie Bitzer
Charlie Bitzer
CEO

Brandi Shortt
Brandi Shortt
President





CHRISTMAS ACROSS ACCB

As we reflect on the recent holiday season, we're reminded of the special moments we shared both as a company and as a community. From festive gatherings to fun-filled events, it was a wonderful time of celebration and connection. Whether it was a breakfast with Santa, a holiday party, or getting together at one of the Coca-Cola Caravan stops, we had plenty of opportunities to celebrate and create lasting memories.

Thank you to everyone who made these events so enjoyable - your energy and spirit truly made the season bright. Here's to more moments of joy, teamwork, and success in the year ahead!



SHARE HOLIDAY MAGIC



Click here to
see a recap of
the 2024
Caravan!



We are so grateful to everyone who joined us on this year's Coca-Cola Holiday Caravan! Please enjoy this recap of the magic and memories from the caravan's journey through Pittsburgh. Wishing you all a Happy New Year filled with joy!



NEW INNOVATIONS

NEW PRODUCT DROP

COMING
SOON



Discover
Coca-Cola[®]
Orange Cream

With Orange and Vanilla Flavors.

IN THE COMMUNITY



On January 7, our team had the opportunity to volunteer at the Greater Pittsburgh Community Food Bank during their drive-up food distribution event. It was a rewarding experience as we helped distribute food to those in need in our community. The atmosphere was filled with camaraderie and a shared commitment to making a positive impact. We worked alongside other volunteers, all dedicated to ensuring that families had access to nutritious food.

This day of volunteering not only enabled us to give back but also enhanced our appreciation for the significance of community support and unity.



SUSTAINABILITY

CHILDHOOD OBESITY PREVENTION/ENVIRONMENTAL HEALTH AND SUSTAINABILITY AWARDS - UNITED STATES CONFERENCE OF MAYORS

Since 2012, the Childhood Obesity Prevention/Environmental Health and Sustainability Awards – a partnership between The United States Conference of Mayors and the American Beverage Association for a Healthy America (ABFHA) – has awarded nearly \$6 million to cities of all sizes across the country to support programs that aim to improve the health and wellness of the nation’s children, families, neighborhoods, and cities.

Pittsburgh was named the 2024 1st place winner for a large city and Mayor Ed Gainey is addressing the challenge of organic waste, particularly food scraps and yard waste, that cause landfill issues. Pittsburgh’s SoilMill PGH Pilot establishes drop-off composting infrastructure and coordinates regional composting programs to remove organic waste from the waste stream. This unique approach creates a scalable compost program for the Greater Pittsburgh region to improve land, food, water, and air quality along with Public Works operations. Click the photo below to learn more about the award-winning program, SoilMill PGH composting program below.



SoilMill PGH

Pittsburgh, PA · Mayor Ed Gainey



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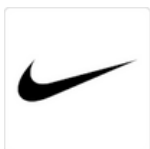
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