

JANUARY 2026



THE OFFICIAL NEWSLETTER OF
ABARTA COCA-COLA BEVERAGES

COCA-COLA CARAVAN RETURNS

The Coca-Cola Caravan made its return to the Keystone State this holiday season, marking its 28th year on the road! More than 3,000 guests joined us to share a Coke and snap a photo with Santa across 10 stops throughout the eastern part of our territory.

A heartfelt thank you to Giant, Walmart, Weis, Coca-Cola Park, Christkindlmarkt and Home Depot for hosting, and we are already looking forward to next year!



INTRODUCING

SPRITE X CAVS

LIMITED EDITION CAN



***OBEY
YOUR
THIRST***
AND REPRESENT

COCA-COLA AWARDED IBC'S 2025 SUPPLIER OF THE YEAR

Coca-Cola was named the 2025 Supplier of the Year by the Independent Buyers Company (IBC)! This award recognizes suppliers who have demonstrated exceptional performance and value within the supply industry. This recognition is especially meaningful because it is determined by votes from IBC's Regional Managers and Vice Presidents, and it reflects the strong engagement and partnership our local sales teams have built with both our customers and the IBC organization.

About IBC:

IBC is a Texas-based cooperative buying group serving convenience retail owners. They provide members with category and space management support, store-level planograms, custom POS solutions, and comprehensive rebate programs — all driven by store-specific scan data. IBC is Coca-Cola's third-largest convenience retail customer in revenue, representing more than 9,000 independent store owners across 29 states and supported by 24 bottlers.

IBC Growth in ACCB Territory:

IBC opened its first outlets in ACCB territory in 2022, and its presence has grown steadily since then. Today, there are more than 60 IBC outlets in our territory, primarily between Houston and Pittston, with continued expansion expected across our entire territory.





IN THE COMMUNITY

Our team recently spent time volunteering at the Lemoyne Community Center in Washington, PA - bagging fresh produce, unpacking and organizing food, unloading trucks, and folding clothes to prepare for community pickup.

A big shout out to our team for showing up and supporting our community! Together, we're building a stronger, more connected community, one act of kindness at a time. Here's to many more days of giving back and making a difference!





Top Products

- 1 **Coca-Cola Classic**
- 2 **Diet Coke**
- 3 **Sprite**
- 4 **Coke Zero**
- 5 **Smartwater**

Top Stats

- 1 **5,598,209 Cases Produced**
- 2 **47,007,288 Cases Sold**
- 3 **1,354 Coolers Placed**
- 4 **1,019 Employees Hired**
- 5 **128 Product Launches**

Thirst Quenched Days

365

Cost

Priceless



ABARTA Coca-Cola 2025 Wrapped

CHRISTMAS AT ACCB



Work hard, play hard!

Throughout December, we celebrated the season across our territories with festive holiday parties, visits from Santa, and meaningful opportunities to give back to our communities.

At the Houston Distribution Center, the team hosted its annual toy drive in partnership with local schools and the fire department. Thanks to their generosity, more than 50 toys and monetary donations were collected to support community members in need.

A big thank-you to everyone who helped make these celebrations so memorable and impactful. The season shines brighter because of our incredible people. Here's to an amazing 2026!



Happy Holidays!
ABARTA COCA-COLA



**TO SUBMIT A STORY TO BE FEATURED IN
OUR NEXT ISSUE, PLEASE SEND
INFORMATION TO
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