

MAY 2025



THE OFFICIAL NEWSLETTER OF
ABARTA COCA-COLA BEVERAGES

THE ABARTIAN

We're excited to share the highlights from our Q1 2025 Update Video, hosted by Jim Dinderman, COO, and Brandi Shortt, President. In this edition, they walk us through key safety metrics, financial performance, and what's ahead for the rest of the year. It's clear we're building momentum - and we're just getting started!

A special congratulations to our team for being recognized among the top three bottlers in the system and participating in the Market Street Challenge! This challenge aims to highlight Coca-Cola Bottlers for their central role in the growth and health of the brand.



As we look ahead, our focus remains on driving excellence in every aspect of our operations - safety, service and performance. Thank you for your continued commitment and energy. Let's keep the momentum going and make 2025 a standout year!



Jim Dinderman
Jim Dinderman
COO

Brandi Shortt
Brandi Shortt
President





CAVS MEET & GREET

We were thrilled to partner with the Cleveland Cavaliers on a Meet & Greet event at the Broadview Heights Giant Eagle in March! The enthusiasm and support from the community were truly remarkable, and we extend our heartfelt thanks to everyone who took the time to join us. Attendees had the opportunity to meet not only the talented player but also to enjoy interactions with the mascots and dance team - it was a true Cavs celebration!

We showcased our range of products by distributing samples of Sprite, Sprite Zero, Sprite Tropical, and Sprite Chill and hosted a raffle to give out some fun Sprite branded prizes! We encourage you all to continue to "Obey Your Thirst," and we look forward to hosting more such successful events in the future in partnership with the Cavaliers and Giant Eagle!



NEW INNOVATIONS

NEW PRODUCT DROP

still smart.
just canned.



SUSTAINABILITY

SMALL CHANGES, BIG IMPACT: HOW WE'RE CELEBRATING EARTH MONTH

This Earth Month, we're stepping up our sustainability game with exciting initiatives focused on reducing waste and encouraging recycling across our communities.

We're proud to have collaborated with ATLAS RVM Systems, the innovators behind the Reverse Vending Machines (RVMs) that make recycling easier than ever! We currently have three RVMs installed on various college campuses, making it convenient for students and faculty to recycle their bottles and cans. These machines are helping to build a circular economy by encouraging the return of containers, which are then processed for reuse instead of ending up in landfills. Together with ATLAS, we are using digital platforms to amplify the importance of responsible recycling and drive awareness where it matters most - our communities!

As part of our commitment to reducing single-use plastic, we've also rolled out a canned SmartWater! Aluminum cans are far more likely to be recycled than plastic bottles, and this shift represents another step toward minimizing our environmental footprint. We had the opportunity to hand out some samples at the Cleveland Cavaliers Earth Day event and had a blast connecting with attendees about our sustainability journey.

Together, we can turn small actions into a big impact! Happy Earth Month!





WELLNESS SOLUTIONS

Sword

VIRTUAL PHYSICAL CARE

One in 4 people live with pain from a musculoskeletal condition.* That's why Sword is excited to offer members a virtual physical care program. Using a tablet and wearable sensors, you can connect virtually with physical therapists to get real-time feedback and guidance. And it's available at zero cost to you and your dependents through your employer's health plan benefits.

What you get from Sword:

- Convenient, virtual access to physical therapists using wearable sensors, a tablet, and a phone-based app for easy communication.
- Guided exercises using sensor-based technology that's more accurate at detecting movement than the human eye.
- Zero out-of-pocket costs.
- A self-service option available on the Sword portal for members with lower-level joint and muscle issues.
- Information about cognitive behavioral therapy, as well as assistance and solutions for joint and muscle pain.
- Comprehensive support, including virtual visits, chat functions, guided feedback, and educational content.
- The flexibility and convenience to complete your guided exercise session from anywhere.





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OUR NEXT ISSUE, PLEASE SEND
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