

NOVEMBER 2024



THE

ABARTIAN

THE OFFICIAL NEWSLETTER OF  
ABARTA COCA-COLA BEVERAGES

# THE ABARTIAN

We're excited to share some important updates as we wrap up another quarter. Our Cleveland Production Facility gained its ISO 9001 Certification, we successfully presented our Joint Business Plan to NAOU, and our teams worked hard to launch new products across our distribution areas. We continue to work closely with PPG Arena and the Pittsburgh Penguins and launched a limited-time BODYARMOR x Penguins bottle collaboration.

As we shift into the winter season, we continue to prioritize safety and encourage proper precautions for slippery roads and increased holiday travel.



As always, thank you for your commitment. Have a safe holiday season, and we look forward to an exciting and prosperous new year.



Jim Dinderman  
*Jim Dinderman*  
COO



Brandi Shortt  
*Brandi Shortt*  
President

# A SUCCESSFUL COLLABORATION FOR A GREAT CAUSE

ABARTA Coca-Cola is thrilled to announce that our 8th annual fundraiser for breast cancer awareness was a resounding success! This year's event raised a total of \$5,500 for the Women's Cancer Center at the Washington Health System Foundation. This accomplishment would not have been possible without the generous support of local businesses and our amazing team.

A heartfelt thank you goes out to all the local businesses that generously contributed donations, helping us reach our fundraising goal. Together, we are making a difference in the fight against breast cancer. We look forward to continuing this important tradition and working together to support those in need.



**NEW INNOVATIONS**

# NEW PRODUCT DROP

The new holiday tradition.  
Enjoy our classic lemon-lime  
taste mixed with warm spices  
and tart cranberry.

# Sprite

**WINTER SPICED  
CRANBERRY**

All-natural and  
caffeine-free!



# THE COCA-COLA CARAVAN IS BACK IN TOWN



Join us on  
the Coca-Cola  
Holiday Caravan  
Tour!



NOV  
**20**

**12:00 PM - 2:30 PM**  
**Walmart**

30 Trinity Point Drive, Washington, PA 15301

NOV  
**21**

**12:00 PM - 2:30 PM**  
**Home Depot**

999 Ross Park Mall Drive, Pittsburgh, PA 15237

**6:00 PM - 8:30 PM**  
**Community Market**

1117 Milltown Road, Verona, PA 15147

NOV  
**22**

**3:00 PM - 7:00 PM**  
**PPG Paints Arena**

1001 Fifth Avenue, Pittsburgh, PA 15219

NOV  
**23**

**3:00 PM - 9:00 PM**  
**Pittsburgh Light Up Night**

Downtown Pittsburgh

NOV  
**24**

**12:00 PM - 2:30 PM**  
**Low Key Taco**

690 Chauvet Drive, Pittsburgh, PA 15275

**6:00 PM - 8:30 PM**  
**Walmart**

20245 Route 19, Cranberry Township, PA 16066

# JAMES A TAYLOR TO RETIRE AS CHAIR OF THE BOARD, CEO & PRESIDENT OF AOG



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.

Jim 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, Jim has contributed professionally and imbued the organization with a deep sense of tradition and values.

Jim 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, Jim never shied away from challenges and sought out new opportunities from the very beginning of his career.

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

Jim'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, Jim 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. In his final career move to Senior Vice President of Strategic Initiatives, Jim has worked closely with senior leadership to help plan for the future of ABARTA Coca-Cola Beverages 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 wish our heartfelt gratitude to Jim for his remarkable service and wishing him all the best in his well-deserved retirement." As a result of Jim's retirement, The Board of ABARTA has named Charles Bitzer Executive Chair of ABARTA effective January 22, 2025.

# IN THE COMMUNITY



ABARTA COCA-COLA BEVERAGES PARTNERS WITH GIANT EAGLE AND THE COCA-COLA COMPANY TO OPEN A NEW BASKETBALL COURT FOR THE ELYRIA BOYS AND GIRLS CLUB

On Friday, November 4, a significant milestone was reached as the new basketball court at the Elyria South Boys and Girls Club was officially opened at a ribbon-cutting event.

It was a true community effort as ABARTA Coca-Cola Beverages, Giant Eagle, and The Coca-Cola Company came together to provide an entire court renovation, including a new floor, baskets, striping, and logos. This project was in conjunction with the NCAA Women's Final Four event hosted in Cleveland in March.



The Boys and Girls Club of Northeast Ohio, a beacon of safety and support, provides safe, fun places for children ages 6 - 18 to go after school with a focus on academic success, healthy lifestyle, and character development.

This basketball court will proudly display the ABARTA Coca-Cola Beverages logo for years.



**BOYS & GIRLS CLUBS  
OF AMERICA**



# VOLUNTEERS NEEDED!

**WHEN: DECEMBER 11 @ 9:30AM – 11:00AM**

**WHERE: ROSEDALE FOOD PANTRY**

**5501 3RD STREET, VERONA, PA 15147**



If you are interested in helping other volunteers fill boxes with food at the Rosedale Food Pantry, please let Beth Wysocki know before **Monday, December 9th.**



# TELEMEDICINE WITH FIRST STOP HEALTH



First Stop Health is a great, FREE benefit available to associates and family members who use ABARTA's healthcare.

- **Connect with a doctor within 7 minutes - anytime, anywhere by mobile app, web, or phone.**
- **No stress, travel, or paperwork!**



Convenient treatment of many non-emergency, everyday conditions to help you feel better, faster. Here are a few examples:

- Sinus Infection
- Cold
- Sore Throat
- Ear Ache
- Skin Rash
- And more!



888-691-7867 | [www.fshealth.com](http://www.fshealth.com)



# SUSTAINABILITY

## DASANI WATER REBRAND: A COMMITMENT TO SUSTAINABILITY

In a world increasingly focused on environmental responsibility, Dasani has recently undergone a major rebrand. This transformation isn't just about updating its logo or packaging—it marks a strategic shift towards sustainability and environmental stewardship. Dasani's new identity seeks to reinforce its commitment to reducing plastic waste and improving its environmental impact. But how exactly is the brand redefining itself, and what measures is it taking to support sustainability?

### A Fresh Look: The New Dasani Branding

Dasani's rebrand is more than skin-deep. With a new visual identity that emphasizes its commitment to environmental care, the refreshed packaging features a more modern, minimalist design with a focus on the brand's clean and eco-conscious image. One of the most significant changes is the shift to clear, simpler labeling that highlights the water's purity and quality, while also showcasing the brand's green initiatives.

The new packaging also signals a commitment to sustainability by using 100% recycled plastic (rPET) in many of its bottles, with plans for all Dasani bottles to be made from recycled materials in the near future. This focus on using recycled content is part of a broader effort to reduce the company's reliance on new plastic production, addressing the concerns of environmental activists and conscious consumers alike.

### Dasani's Commitment to Sustainability

The rebrand is more than just a design overhaul—it is a reflection of Dasani's deepening commitment to sustainability. For years, the brand has been working to reduce its environmental footprint, and its recent changes are a further extension of this focus. Here are a two of the key initiatives that Dasani is championing in its sustainability journey:

#### 100% Recycled Plastic Bottles

Dasani has made significant strides in transitioning its bottles to 100% recycled plastic (rPET). This means that the plastic used to create Dasani bottles no longer relies on petroleum-based virgin plastic, which is more energy-intensive to produce. Instead, recycled plastic helps lower the carbon footprint of the bottles and reduces the demand for new plastic production. In 2020, Dasani committed to making all its bottles in the U.S. from 100% recycled plastic by 2025. This move is part of Coca-Cola's broader ambition to collect and recycle the equivalent of every bottle or can it sells globally by 2030.

#### Reducing Plastic Waste

In line with its pledge to promote a circular economy, Dasani has also focused on reducing plastic waste by working with partners to enhance recycling infrastructure. The brand actively encourages consumers to recycle their bottles and is involved in global initiatives that seek to improve recycling rates and the management of plastic waste. The Coca-Cola Company is collaborating with other industry leaders, non-profits, and governments to tackle plastic pollution on a larger scale.



**15M**

lbs. of plastic  
saved in  
2021+2022

**390M**

virgin bottles  
saved in  
2021+2022

**DASANI**®



**TO SUBMIT A STORY TO BE FEATURED IN  
OUR NEXT ISSUE, PLEASE SEND  
INFORMATION TO  
[ACCBHRTEAM@ABARTACOCACOLA.COM](mailto:ACCBHRTEAM@ABARTACOCACOLA.COM)**

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