



News Release

Contacts: Alison Patient, CCBCC, 704-905-6684
Jill Loope, RCEDA, 540-772-2124
Dave Perry, WVLT, 540-985-0000

For Immediate Release
August 5, 2009

Coca-Cola Consolidated Announces Major Investment in Roanoke Valley; Partners with Western Virginia Land Trust

- ***Adds bottling line at downtown Roanoke manufacturing plant***
- ***Opens new warehouse and logistics facility at Valley Gateway***
- ***Total investment of more than \$9 million; 10 jobs created***
- ***Announces partnership with Western Virginia Land Trust***
- ***Donates Toyota Prius hybrid vehicle to Land Trust***

ROANOKE, VA—Coca-Cola Bottling Co. Consolidated today announced the opening of its new warehouse and logistics center at a ribbon cutting ceremony at the Valley Gateway Industrial Park in Roanoke County. The expansion represents a major investment of more than \$9 million in the Roanoke Valley.

“We are excited to expand our operations in the Roanoke Valley,” said Bill Elmore, Coca-Cola Consolidated President and Chief Operating Officer. “This investment of more than \$9 million includes a new bottling line at our downtown Roanoke manufacturing plant on Shenandoah Avenue and the opening of our new warehouse and logistics center at Valley Gateway.”

“The Roanoke Valley is a great place to do business and we are pleased to be a part of this vibrant community,” he added. In addition to expanding our facilities, we were also able to create 10 new jobs for citizens in the Roanoke Valley.”

"Coca-Cola is a well-known brand name and we are thrilled to have them expand their operations in Roanoke County. Coca-Cola Consolidated's location in the Valley Gateway shell building is ideal for their business operations and will allow them to establish a stronger corporate presence in the Roanoke Valley. We are pleased to welcome such an outstanding company to Roanoke County," said Jill Loope Assistant Director of Economic Development.

In addition, Coca-Cola Consolidated announced a partnership with the Western Virginia Land Trust to sponsor the Conservation Celebration in September, where the Land Trust will be honoring the conservation achievements of Virginia Governor Tim Kaine. The Western Virginia Land Trust promotes the conservation of western Virginia's natural resources –farms, forests, waterways and rural landscapes. Since its founding in 1996, the Land Trust has helped to conserve more than 71,000 acres of land in the Commonwealth..

Coca-Cola Consolidated is donating a Toyota Prius to the Land Trust to assist in its mission. Bill Elmore noted that “The Coca-Cola system has set a goal to return 100% of the water we use back to nature. We are pleased to be able to promote this goal by supporting the Land Trust in the creation and maintenance of healthy watersheds throughout western Virginia.”

“The Prius is a perfect fit with our mission of conserving our farms, forests, waterways and rural landscapes,” said Western Virginia Land Trust Executive Director Roger Holnback. “We’re proud to have Coca-Cola Consolidated on board as a lead sponsor, joining other regional businesses in honoring Gov. Kaine’s efforts to protect our rural lands and improve water quality across the Commonwealth.”

Coca-Cola Bottling Co. Consolidated is the second largest Coca-Cola Bottler in the United States. The Company is a leader in the manufacturing, marketing and distribution of soft drinks. With Corporate offices in Charlotte, North Carolina, the Company does business in eleven states, primarily in the Southeast. Coca-Cola Bottling Co. Consolidated is listed on the NASDAQ national market system under the symbol COKE.