

Coca-Cola Consolidated Welcomes Kimberly Kuo as SVP of Public Affairs, Communications and Communities

January 19, 2016

CHARLOTTE, N.C.--(BUSINESS WIRE)--Jan. 19, 2016-- Coca-Cola Bottling Co. Consolidated today announced that Kimberly Kuo has been named Senior Vice President of Public Affairs, Communications and Communities. She comes to the Company with more than 20 years of Communications, Government Affairs and Marketing experience at the highest levels of politics, government, large corporations and start-ups.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160119006805/en/>

Kimberly Kuo (Photo: Business Wire)

"We are very pleased to welcome Ms. Kuo to the Coca-Cola Consolidated family," said Coca-Cola Consolidated Chairman and CEO J. Frank Harrison, III. "Her many years of political and communications experience will be wonderful assets to our Company – and her dedication to nurturing talented individuals and teams is a perfect fit for the Consolidated Purpose and Mission."

Kimberly Kuo (Photo: Business Wire)

Ms. Kuo graduated from Stanford University with a B.A. in Communications and attended graduate school at the London School of Economics and Political Science. She was then a top Press Aide for Senate Majority Leader and then presidential candidate Bob Dole, and vice presidential candidate Jack Kemp. She was primary spokesperson for Internet giant AOL, and then expanded this role to oversee Investor Relations and Marketing at innovative start-ups.

After acting as primary spokesperson and communications lead for an elite Washington trade association, she launched its advocacy initiative. In less than four years, she built the new organization into the third largest advocacy group in the country, managing its messaging, political strategy and grassroots efforts. She then served as Chief Marketing Officer for Baker & Taylor, the world's largest book and entertainment distributor, introducing extensive E-Marketing programs, rebranding the company and many of its programs, and establishing communications initiatives.

"I am absolutely thrilled to join the Coca-Cola Consolidated team," said Ms. Kuo. "I believe strongly in the purpose and heart of the Company, and am truly honored to be representing its incredible brands in the communities we serve."

Mr. Lauren Steele, current senior vice president of Corporate Affairs, will retire after nearly 34 years of service to the Coca-Cola system. Steele will continue to consult for Coca-Cola Consolidated for a transitional period.

"Lauren has been an extraordinary leader and is well known throughout the industry and in legislative circles for his passionate and effective advocacy for our brands, our industry, our Company, and our employees," said Hank Flint, President and COO of Coca-Cola Consolidated. "While we will greatly miss Lauren and his knowledge, experience and passion, I am pleased to have someone with Ms. Kuo's unique background and strong character to lead this team into the future."

Ms. Kuo will be leading the Company's efforts in both external and internal communications, federal and state government affairs, and programs engaging the communities the Company serves.

Charlotte-based Coca-Cola Consolidated is the nation's largest independent Coca-Cola bottler, operating primarily in the Southeast.

Learn more about Coca-Cola Consolidated at www.cokeconsolidated.com, and be sure to follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

—Enjoy Coca-Cola—



View source version on businesswire.com: <http://www.businesswire.com/news/home/20160119006805/en/>

Source: Coca-Cola Bottling Co. Consolidated

Coca-Cola Bottling Co. Consolidated
Lauren C. Steele, Senior VP, Corporate Affairs
704-557-4551 (o) or 704-905-7073 (m)