

Coca-Cola Consolidated Invites Community to Celebrate Unveiling of Restored Historic Mural in Concord, NC

September 21, 2016

CONCORD, N.C., Sept. 21, 2016 (GLOBE NEWSWIRE) -- On Friday, September 23, Coca-Cola Bottling Co. Consolidated (Nasdaq:COKE) will host a community event to celebrate the newly-renovated Coca-Cola sign in downtown Concord —everyone is invited! The restored sign is located at 70 Union Street South. The event begins at 11 a.m. (EST) and will include complimentary catering from 2 Gal's, music by Jeff Whittington, and lots of ice-cold Coca-Cola products. The event is free and open to the public.

"We are so fortunate to have community partners like Coca-Cola Bottling Co. Consolidated who are making investments in Downtown and Concord's future, while simultaneously working to preserve our shared history," said Concord Mayor Scott Padgett. "We are excited that the trend started here in the heart of Concord has spread throughout the region and even across the United States."

More than 125 years ago, Coca-Cola introduced its refreshing and invigorating soft drink to consumers, with advertisement painted as murals in towns and communities across the country, particularly in the rural South. Thousands of these iconic murals remain, but many have faded into 'ghost signs'.

The first Coca-Cola mural was painted in 1894 on Young Brothers Pharmacy in Cartersville, Georgia. The practice soon caught on, with more than 16,000 of these signs painted before they were phased out in the 1970s. As time wore on, the colorful murals started to disappear as they were hidden by construction, buildings were torn down, or the paint simply faded away.

"Restoring these murals isn't just about Coca-Cola; it's about the history of the town and the people," said Kimberly Kuo, SVP of Public Affairs for Coca-Cola Consolidated. "Each restoration is totally unique to the town or city in which it resides. That's the 'secret sauce' of the project – learning more about our shared history, making deeper connections with the communities we serve, and celebrating them once the project is complete."

Coca-Cola Bottling Co. Consolidated, the country's largest independent Coca-Cola bottler, revitalized its first mural in 2011. A faded Coca-Cola 'ghost sign' was revealed during a local construction and Mayor Scott Padgett approached company executives to see if the sign could be restored. Coca-Cola Consolidated contacted Andy Thompson, who has painted Coca-Cola murals since 1958. After the work was complete, the revitalized mural was a hit – and the Coca-Cola 'ghost sign' restoration program began. Since that first sign, Coca-Cola Consolidated has restored more than 30 of these signs across the Company's bottling territory.

"The historic wall signs in Downtown Concord are an important element of our historic and built environment," said Diane Young, Executive Director of the Concord Downtown Development Corporation. "Having the signs restored has enlivened our streetscape and returned a piece of missing history to these National Register Historic Districts. Historic and artistic installations such as these are what makes a downtown unique and makes the experience of strolling down Union Street a positive experience for both residents and visitors."

Everyone is encouraged to join us at 70 Union Street S for the historic mural commemoration and enjoy lunch, refreshing Coca-Cola products, and music from Jeff Whittington.

- Enjoy Coca-Cola -

About Coca-Cola Bottling Co. Consolidated (CCBCC)

Coca-Cola Bottling Co. Consolidated provides moments of happiness for millions of people every day with a broad portfolio of beverages that fit every activity and lifestyle.

Coke Consolidated is the largest independent Coca-Cola bottler in the United States. We make, sell and distribute Coca-Cola products along with other unique beverages, carrying more than 250 brands across 15 states to over 38 million people. Our Purpose is to honor God, serve others, pursue excellence and grow profitably.

Headquartered in Charlotte, N.C., Coke Consolidated is traded on the NASDAQ under the symbol COKE. More information about the company is available at www.cokeconsolidated.com. Follow Coke Consolidated on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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