

Coca-Cola Recycle & Win to Refresh North Carolina, Virginia, and West Virginia Recycling Efforts

October 26, 2016

- **Recycle & Win 2.0 Kicks Off October 26th**
- **Text to Win for Chance to Win Free Groceries for a Year or a \$50 Gift Card from Kroger**
- **\$150,000 Investment by Coca-Cola to Promote Sustainability**

CHARLOTTE, N.C., Oct. 26, 2016 (GLOBE NEWSWIRE) -- Have you ever wondered what you can do to positively impact the environment and have some fun while doing it? Well, that's exactly what can happen when you participate in Coca-Cola's Recycle & Win – a unique public partnership between Coca-Cola and Kroger designed to increase recycling participation.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/7a49e5fe-8dca-4695-a911-23034cb57770>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/450e13d7-3129-4cd7-ab14-d7cc831ee129>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/aa693822-d06c-46af-9e2e-c2464dca7b3f>

Set to kick off October 26th, Coca-Cola Recycle & Win builds on the legacy of this nationally recognized program which has helped communities throughout the Southeast increase recycling rates, protect the environment, help maintain low trash tax rates, and reward customers with the opportunity to win free groceries.

Participation is easy. Simply visit www.cokerecycleandwin.com to learn more about recycling in your community. Next, based on your location, text RecycleNC, RecycleVA, or RecycleWV to 26739 for your chance to win free groceries for a year (up to a \$4000 value); or one of 300 \$50 Kroger gift cards.

"Coca-Cola is proud to roll out Coca-Cola Recycle & Win 2.0 throughout North Carolina, Virginia, and West Virginia," said Kimberly Kuo, SVP Public Affairs, Coca-Cola Bottling Company Consolidated. "Recycle & Win builds on the success of this nationally recognized program which has substantially increased recycling rates in numerous communities around the region. The Coca-Cola Company believes it is essential to promote sustainability by educating everyone on the importance of recycling and recycling properly. We also believe that recycling should be a rewarding experience, and what better way to encourage people to recycle than by giving them an opportunity to win free groceries!"

To promote Coca-Cola Recycle & Win 2.0, the Coca-Cola Company and Coca-Cola Bottling Company Consolidated have invested over \$150,000 for development of a website, in-store collateral materials and a media campaign all designed to promote sustainability and highlight local recycling.

"At Kroger, we believe it is both our privilege and obligation to engage in our communities, protect the environment and have a positive economic impact. Kroger is once again thrilled to partner with Coca-Cola on the Recycle & Win initiative," said Anne Jenkins, Kroger Mid-Atlantic Customer Communications Manager.

Coca-Cola Bottling Company Consolidated is the largest independent Coca-Cola Bottler in the United States. The Company is a leader in the manufacturing, marketing and distribution of soft drinks.

—Enjoy Coca-Cola—

About Coca-Cola Bottling Co. Consolidated

Coca-Cola Bottling Co. Consolidated (NASDAQ:COKE) 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.

YOU COULD
Win Free Groceries and Learn About Recycling

TEXT **RecycleNC** TO 26739 FOR YOUR CHANCE TO...

WIN FREE GROCERIES FOR A YEAR
(UP TO A \$4000 VALUE)

OR WIN ONE OF 100 **\$50 KROGER GIFT CARDS**

PLUS visit www.cokerecycleandwin.com to learn more about recycling in your community.

Kroger
Coca-Cola
RECYCLE & WIN

Visit www.cokerecycleandwin.com to learn more about recycling in your community.

YOU COULD
Win Free Groceries and Learn About Recycling

TEXT **RecycleVA** TO 26739 FOR YOUR CHANCE TO...

WIN FREE GROCERIES FOR A YEAR
(UP TO A \$4000 VALUE)

OR WIN ONE OF 100 **\$50 KROGER GIFT CARDS**

PLUS visit www.cokerecycleandwin.com to learn more about recycling in your community.

Kroger
Coca-Cola
RECYCLE & WIN

Visit www.cokerecycleandwin.com to learn more about recycling in your community.

YOU COULD
Win Free Groceries and Learn About Recycling

TEXT **RecycleWV** TO 26739 FOR YOUR CHANCE TO...

WIN FREE GROCERIES FOR A YEAR
(UP TO A \$4000 VALUE)

OR WIN ONE OF 100 **\$50 KROGER GIFT CARDS**

PLUS visit www.cokerecycleandwin.com to learn more about recycling in your community.

Kroger
Coca-Cola
RECYCLE & WIN

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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About Kroger's Mid-Atlantic Division

The Mid-Atlantic Division operates 121 stores, 116 pharmacies and 87 fuel centers in Virginia, West Virginia, North Carolina and the eastern portions of Tennessee, Kentucky and Ohio. Headquartered in Roanoke, the Mid-Atlantic Division is dedicated to making a difference in the communities it serves by supporting hunger relief, women's health, our troops and their families, local schools and grassroots organizations. Kroger is also a strong supporter of the Salvation Army, American Red Cross and organizations that promote the advancement of women and minorities. Last year, Kroger's Mid-Atlantic Division contributed nearly \$13 million to communities served. For more information, visit www.kroger.com.

The photos are also available via AP PhotoExpress.

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