



November 8, 2018

To: Authorized Coca-Cola Postmix Distributors & Bottlers

Subject: 2019 Pricing Information

Postmix Syrup Pricing

Effective January 1, 2019, Coca-Cola North America, (CCNA) will be increasing the list price of its postmix syrups.

- 4.5% Increase Postmix Syrups in the 5 Gal BIB Pkg **
- 4.5% Increase Postmix Syrups in the 2.5 Gal & 2/1 Gal BIB PKG **
***Percentage increase of products listed above is a general summary, as exact percentage increase may vary by product due to rounding.*
- 4.0% Increase Freestyle Non-Nutritive Sweetener
- 1.3% Increase Freestyle HFCS Sweetener
- 2.0% Increase Gold Peak Brewed Tea and Honest Brewed Tea
- No Change FUZE Brewed Tea, Gold Peak Brewed Coffee, or Georgia Express Liquid Coffee

Following are key elements of our pricing structure that will remain in place effective January 1, 2019:

- All Frozen Carbonated Beverage (FCB) and Frozen Uncarbonated Beverage (FUB) syrups will continue to be priced in a separate category from fountain syrups.
- For both fountain and FCB syrups, pricing will continue to vary by package type.

Please reference the attached price spreadsheet for details of our 2019 pricing structure by brand, syrup form and package.

The new prices are effective for all syrup Product shipped on or after Tuesday, January 1, 2019. (Note: All syrup plants will be closed on Tuesday, January 1st, 2019. Wednesday, January 2nd will be the first planned shipping day of 2019.)

Agency Bill Chain Customer Pricing and Fee Changes

The following information only applies to those distributors authorized as Agency Bill Distributors for Coca-Cola North America Chain Customers.

The price change to our chain customers for which you are the authorized Agency Bill Distributor, should not be made until January 1, 2019. Coca-Cola North America will be contacting customers directly to communicate the price changes for 2019. No action with customers is necessary on your part until January 1st.

Distributor Fee Compensation

We are finalizing our 2019 compensation components which will be communicated in early December.

Should you have questions regarding these changes, please contact your Account Manager, Distributor National Sales Executive or our National Distribution office at 404-676-7353. We appreciate your business and look forward to continued growth with you in 2019.

Sincerely,

A handwritten signature in blue ink that reads "Kraig B. Adams". The signature is written in a cursive style with a long horizontal line extending to the right.

Kraig B. Adams
VP National Foodservice Distribution
Foodservice Operations & Customer Service
Coca-Cola North America

Attachment