



November 6, 2019

**To: Authorized Coca-Cola Postmix Distributors & Bottlers**

**Subject: 2020 Pricing Information**

**Postmix Syrup Pricing**

Effective January 1, 2020, Coca-Cola North America, (CCNA) will be increasing the list price of its postmix syrups.

- 5% Increase Postmix Syrups in the 5 Gal BIB Pkg \*\*
- 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
- 1.8% Increase Freestyle HFCS Sweetener
- No Change Gold Peak Brewed Tea, Hones Brewed Tea, 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, 2020:**

- 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 2020 pricing structure by brand, syrup form and package.**

The new prices are effective for all syrup product shipped on or after Wednesday, January 1, 2020. (Note: All syrup plants will be closed on Wednesday, January 1<sup>st</sup>, 2020. Thursday, January 2<sup>nd</sup> will be the first planned shipping day of 2020.)

**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, 2020. Coca-Cola North America will be contacting customers directly to communicate the price changes for 2020. No action with customers is necessary on your part until January 1<sup>st</sup>.

**Distributor Fee Compensation**

As a reminder, we made a commitment last year to provide our annual compensation rates earlier in the year to provide more advanced notification and for your planning purposes. The Distributor Fee Compensation schedule was communicated on August 1, 2019. Please refer to the communication shared on August 1, 2019 for details relating to postmix.

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 2020.

Sincerely,

A handwritten signature in black ink that reads "Scott Briggs". The signature is written in a cursive style with a large, stylized "S" and "B".

Scott Briggs  
VP, Foodservice Operations & Customer Service  
Coca-Cola North America

Attachment