



November 6, 2020

To: Authorized Coca-Cola Postmix Distributors & Bottlers
Subject: 2021 Postmix Pricing Information

Effective January 1, 2021, Coca-Cola North America (CCNA) will take the following pricing actions related to its postmix syrups.

- Postmix Syrups in the 5 Gal BIB Pkg will increase by +4%**
- Postmix Syrups in the 2.5 Gal & 2/1 Gal BIB Pkgs will increase by +4% **
***Percentage increase of products listed above is a general summary, as exact percentage increase may vary by product due to rounding.*
- Freestyle Non-Nutritive Sweetener will increase by +4%
- Freestyle HFCS Sweetener will increase by +1.04%
- Gold Peak Brewed Tea, Honest Brewed Tea, Gold Peak Brewed Coffee, or Georgia Express Liquid Coffee will stay unchanged

Following are key elements of our pricing structure that will remain in place effective January 1, 2021:

- 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 2021 pricing structure by brand, syrup form and package.

The new prices are effective for all syrup products shipped on or after Friday, January 1, 2021. (Note: All syrup plants will be closed on Friday, January 1st, 2021. Monday, January 4th will be the first planned shipping day of 2021.)

Agency Bill Chain Customer Pricing 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, 2021. Coca-Cola North America will be contacting customers directly to communicate the price changes for 2021. No action with customers is necessary on your part until January 1st.

Distributor Fee Compensation

As a reminder, we made a commitment 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, 2020. Please refer to the communication shared on August 1, 2020 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 natlfoodservicedist@coca-cola.com.

We appreciate your business and look forward to continued growth with you in 2021.

Sincerely,

A handwritten signature in black ink that reads "S Gokhale". The signature is stylized with a large, sweeping initial "S" and a horizontal line underneath the name.

Sanjeev Gokhale
VP National Foodservice Distribution
Coca-Cola North America

Attachment