Our Business in Canada

Coca-Cola Bottling Company (CCB)

- Canadian bottler: manufacturing, sales & distribution of Coca-Cola and some other beverage brands
- 5,500 associates
- Over 60 facilities across 10 provinces:
  - 7 Production facilities
- 1,650 delivery vehicles
- Wholly owned operating division of Coca-Cola Enterprises Inc. (CCE)
Corporate Responsibility & Sustainability
Improving Overall Business Performance

“To us CRS is the intersection where sustainable communities and our business meets. It’s about meeting the expectations of our employees, customers, consumers and stakeholders, while improving our overall business performance.”

Kevin Warren
President,
Coca-Cola Bottling Company
Commitment 2020
Environmental Goals

Energy Conservation/Climate Change
Reduce the overall carbon footprint of our business operations by 15% by 2020, as compared to our 2007 baseline.

Water Stewardship
Establish a water-sustainable operation in which we minimize our water use and have a water-neutral impact on the local communities in which we operate, by safely returning the amount of water equivalent to what we use in our beverages and their production to these local communities and their environment.

Sustainable Packaging/Recycling
Reduce the impact of our packaging; maximize our use of renewable, reusable, and recyclable resources; and recover the equivalent of 100% of our packaging.
Reducing Fuel & Emissions: The Basics

- Engine idling policy: Electronic Control Module automatically shuts off truck after 10 minutes of idling
- Maintain fuel levels above ¼ tank
- Inflate tires to recommended air pressure
- Reduce highway driving speed
- Driver Education: Training on accelerating, shifting, stopping...
- Delivery route optimization
Heavy Duty Hybrid: Pioneering Technology

- Commissioned Eaton Corporation to develop hybrid engine suitable for beverage delivery
- Five year R&D project produced 33K GVW engine
  - Improved fuel consumption (37%)
  - Reduced emissions (32%)
  - Less noise and emissions when stopped in traffic
- 2007: Introduced 22 hybrid trucks to Canadian fleet
  - Total 142 across North America
Heavy Duty Hybrid: Bigger & Better

- Sept 2009: Announced deployment of 15 55K GCW tractor trailers in Canada
  - Total 150 across North America
- Improve fuel consumption & reduce emissions by 30%
Coca-Cola Enterprises named Beverage World’s Beverage Fleet of the Year

“As the industry strives to reduce its collective carbon footprint, it takes true leadership to help it progress to the next level. In the past year, CCE has proactively stepped up its eco-friendly initiatives, across its entire organization.”

Joe Cioletti, Beverage World Editor-in-Chief, April 2008

Fleet Owner Magazine’s Green Fleet of the Year: Coca-Cola Enterprises

A culture of being green permeates throughout Atlanta distributor

Brian Straight, Fleet Owner Managing Editor, April 2009
The Road to Success

1. Have a strong executive champion
2. Actively involve all key stakeholder groups
3. Integrate with Operations
4. Communication and continued reinforcement are essential
5. Compliance is critical; manage exceptions
6. It’s all about good data
7. Manage the program, not the market
8. Supply, demand and risk management are the triumvirate
9. Partner with suppliers and “embrace technology”
10. The right people with passion and the “right stuff” make the program work
QUESTIONS?