

Our Mission

To make, sell and deliver soft drinks better than anyone else.

Our Values honor God:

- Accountability
- Consistency
- Courage and Conviction
- Discipline
- Honesty and Integrity
- Morality
- Optimism
- Respectfulness
- Supportiveness
- Trustworthiness

Our Actions reflect our Values and support our Mission:

We will ...

- Be open and honest in everything we do.
- Do what we say we are going to do.
- Be committed to teamwork.
- Be focused on quality, service and excellence in all we do.
- Have clear objectives, measure results and celebrate success.
- Ensure that fellow employees always receive support, encouragement and respect.
- Be committed to continual development of ourselves and others.
- Compete vigorously and fairly in the marketplace.
- Not tolerate politically motivated behavior.
- Make decisions based on facts in the long-term best interest of the business.
- Strive for win/win solutions in all our dealings with others.
- Have a bias for action.
- Relentlessly focus on timely execution.
- Exhibit a positive attitude.

Our Goals:

We will strive to...

- Be a great company with great jobs and great rewards.
- Be a company known for building great relationships.
- Be leaders in the Coca-Cola system.
- Generate long-term growth in shareholder value.