



Coca-Cola
BOTTLING CO.
CONSOLIDATED
#MiniBottleMessage



ABOUT THE CAMPAIGN

Coca-Cola Consolidated's Purpose is simple: to Inspire & Serve. Our #MiniBottleMessage campaign was launched to honor those who inspire and serve us every day. Coca-Cola Consolidated has collected thousands of hand-written messages, packaged the personal notes into 253mL Coca-Cola bottles and distributed them to military service members, veterans, and their families.

#MINIBOTTLEMESSAGE DISTRIBUTIONS

Indianapolis Motor Speedway Brickyard 400

Last July, Coca-Cola Consolidated kicked off 'Message in a Bottle' with the USO of Indiana at the Fan Midway. More than 200 messages were distributed to troops at a race day brunch, where racing family drivers Joey Logano and Ryan Newman participated in a Q&A with Indianapolis Motor Speedway President, Doug Boles. Vice President Mike Pence even sent a personal video message for the troops.

Great American Ball Park, Home of the Cincinnati Reds

More than 200 active-duty, retired military and their family members joined Coca-Cola Consolidated, the USO of Central and Southern Ohio, Kroger and the Cincinnati Reds for a 'Message in a Bottle' event before a baseball game. Military guests enjoyed hand-written notes, free admission into the ballpark, food vouchers to any of the ballpark's concession stands, a performance by the USO Show Troupe and recognition during the game with a big Coca-Cola "Cheers!"

USO Warrior and Family Center at Bethesda

Coca-Cola Consolidated cheered on the Washington Nationals baseball team, while collecting more than 200 messages for troops. On November 9th, Coca-Cola Consolidated partnered with the USO of Metro-DC to distribute the messages from Nationals fans to veterans at the USO Warrior and Family Center in Bethesda, M.D. Coca-Cola Consolidated hosted a YUM luncheon for veterans from 11:30 a.m.-1 p.m., and treated guests to a USO Show Troupe performance.

'Message in a Bottle' is one small way to honor & thank service members & families for their bravery and sacrifice.

