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Subject: LONG TERM SPONSOR, COCA-COLA CONSOLIDATED RENEWS CONTRACT WITH RBC HERITAGE

CONTINUES TO SUPPORT EVENT WITH YOUTH AND SUSTAINABILITY PROGRAMS

HILTON HEAD ISLAND, SC – The Heritage Classic Foundation is pleased to announce that Coca-Cola Consolidated has signed a five-year extension as the official non-alcoholic beverage provider of the RBC Heritage Presented by Boeing.

Coca-Cola products have been served at the RBC Heritage Presented by Boeing since the PGA TOUR event debuted in 1969 at Harbour Town Golf Links, 48 years ago.

“The Heritage Classic Foundation has enjoyed its partnership with Coca-Cola Consolidated,” Steve Wilmot, President of the Heritage Classic Foundation said. “We are proud to be associated with such an iconic brand who has a history of helping others. Their continued support for almost a half century is unprecedented and has quenched the thirst of our loyal spectators and sponsors”.

“We are delighted to continue our partnership with the Heritage Classic Foundation,” said Heather Hucks, Senior Director Brand Marketing for Coca-Cola Consolidated. “For the last 48 years, we have been proud supporters of the RBC Heritage Presented by Boeing – the only PGA TOUR event in South Carolina. Our partnership is rooted in tradition and we are excited to continue the tradition of being the official non-alcoholic beverage provider of the tournament.”

In addition to providing products for the annual PGA TOUR event, Coca-Cola Consolidated also sponsors the Youth Day Putting Contest, held each Tuesday during tournament week. They also provide the on-course recycling bins to assist the tournament in its sustainability efforts.

The 49th annual RBC Heritage Presented by Boeing will take place April 10-16, 2017 over the famed Harbour Town Golf Links. Tournament tickets are on sale at www.rbcheritage.com.

About the RBC Heritage Presented by Boeing

The RBC Heritage Presented by Boeing is the only PGA TOUR event in South Carolina. Played over the Harbour Town Golf Links on Hilton Head Island since 1969, the event is celebrating its 49th year April 10-16, 2017 The Heritage Classic Foundation, general tournament sponsor, distributes the proceeds from the tournament to hundreds of non-profit organizations. Since it was founded as a 501 (c)(3) in 1987, the Foundation has donated close to \$34 million to people in need. For information on how to "Get Your Plaid On!", call 843.671.2448, visit www.rbcheritage.com or Facebook (RBC Heritage) and Twitter (@RBC_Heritage).

About Coca-Cola Bottling Co. Consolidated

Coca-Cola Bottling Co. Consolidated provides moments of happiness for millions of people every day with a broad portfolio of beverages that fit every activity and lifestyle.

Coke Consolidated is the largest independent Coca-Cola bottler in the United States. We make, sell and distribute Coca-Cola products along with other unique beverages, carrying more than 300 brands and flavors across 16 states to over 41 million people. Our Purpose is to honor God, serve others, pursue excellence and grow profitably.

Headquartered in Charlotte, N.C., Coke Consolidated is traded on the NASDAQ under the symbol COKE. More information about the company is available at www.cokeconsolidated.com. Follow Coke Consolidated on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

–Enjoy Coca-Cola–

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