



# Coke Canada Bottling: Brampton's Local Bottler

Brampton City Council

Delegation Deck

December 2020





Award Winning Local Bottler

Coke Canada Bottling  
*Advanced Manufacturer of the Year*



# We are Coke Canada Bottling

- Proudly independent, Canadian and family-owned
- People are our DNA: more than 5,500 diverse Coke Canada employees coast-to-coast
- Heritage of over 120 years
- We make, distribute, sell, and merchandise the most loved beverages Canadians enjoy
- 50+ Sales & Distribution Centres, 5 Production Facilities
- Safety of our team and those we serve is our priority





# OUR DAILY **MISSION**

The Coke Canada family is a team  
who will create a better future  
and deliver optimism by bringing  
sustainable value to our customers,  
consumers, and **communities.**





# Our Local Presence in Brampton

- The **largest** and **most integrated** facility in our network
- Locally make and package **over 100 different flavours**
- Warehouse and distribute **over 250 combinations**
- **9 lines** producing **43 million cases/yr**, representing **over \$500 MM in sales**
- Distribution and merchandising territory extends from Port Hope to the east, to just west of Kitchener, from highway 9 to Lake Ontario



# Brampton's Local Bottler

## Our Economic Contribution

We spend almost \$300 MM in the local economy through our vendors and partners, many of which are based in the Brampton community

In March 2019, we launched Coca-Cola mini bottles, with \$16.1 MM USD investment in capital infrastructure

148 of our suppliers are based locally in Brampton

We paid \$1,759,408 property tax in 2019

We have 5200 customers locally in Brampton

## Our People

We employ over 1,300 employees representing a cross section of manufacturing (over 300), distribution and merchandising (close to 650), customer service & call centre (close to 180), sales, marketing, finance, and human resources (remaining 170)

Almost 400 of our employees reside in Brampton

A mix of hourly (manufacturing and distribution/merchandising) and salaried roles (managerial, administrative, call centre, etc.)

Unifor Local 973 is the Union

## Sustainability

Over the past three years, we've diverted over 5 million tons of waste material from landfill

We have a Water use Ratio (WUR) of 1.6 for every litre produced. This ratio is close to world-class, an impressive achievement given the size and complexities of our processes

In 2020, we've reduced losses of CO<sub>2</sub> and improved our Biochemical Oxygen Demand discharge, a measure of wastewater strength

We work with E-SMART to innovate operations. In Brampton, we have equipped 20% of our fleet with the fuel technology solution that automatically adjusts to supply only the necessary fuel to a truck's engine based on the weight of the load, reducing our greenhouse gas emissions

We've invested in Greenmile technology which enables real time data of where our trucks are, allowing for our teams to know when they arrive at stores so they can coordinate merchandising. This improves efficiencies, reduce mileage and emissions

## In the Community

This year we launched the [#LoveYourLocal campaign](#) in support of local customers

We introduced the [Coca-Cola Rapid Response Resource Canada](#), providing free resources to restaurants and foodservice operators during the COVID-19 crisis

We worked with Coca-Cola Ltd and Sheridan College's Centre for Advanced Manufacturing and Design Technologies to create and distribute [protective countertop shields](#) to small, local businesses in Brampton and the GTA

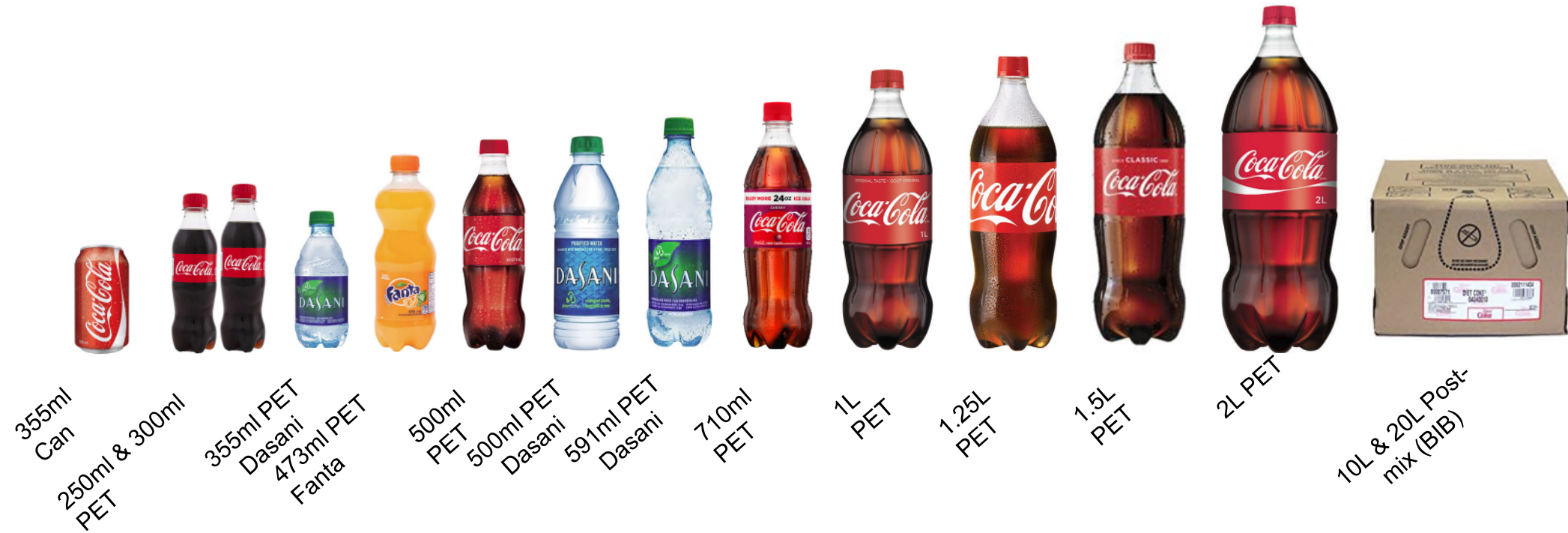
We collaborated with Food Banks Canada and Sheridan to make PET face shields. 100 were delivered to Brampton's [Knight's Table](#) to help ensure the safety of their much-valued volunteers

We continue to support healthcare workers, first responders and residents of economically disadvantaged communities through product donations. Our Brampton team has donated thousands of cases of beverages to Knight's Table this year.

We launched a national partnership with Big Brothers Big Sisters to pilot a career mentorship program. We are partnering with the local affiliate on fundraising initiatives.

We are an active member of the Brampton Board of Trade, and the 2020 recipient of the Excellence Award for Advanced Manufacturing.





**Any Coca-Cola you buy in Brampton is  
made in Brampton**



# Safety is Our Priority

The safety and quality of our people and our products are our highest priorities. We have stringent processes to ensure that our products meet all applicable safety and quality standards everywhere we operate.

**Safety First** is one of our core values. We are carefully following guidelines provided by public health authorities and taking precautionary steps to do what we can to help prevent the further spread of the COVID-19.





# YOU CAN STOP THE SPREAD OF **COVID-19**

As more businesses and services reopen, we must  
all continue our efforts to protect each other



## FEELING SICK?

Stay home



## ALWAYS PHYSICAL DISTANCE FIRST

Keep 6 feet / 2 meters  
apart from others to  
help reduce the spread  
of COVID-19



## WASH/ SANITIZE HANDS

Wash or sanitize hands  
for at least 20 seconds and  
do not touch your face



## WEAR A MASK

Masks are required at ALL times  
while indoors at Coke Canada  
facilities, customer locations  
AND when outside and not alone



## GET TESTED

If you are experiencing  
flu-like symptoms  
or may have been  
exposed to COVID-19



## CLEAN/DISINFECT

Surfaces before and  
after each use



## DOWNLOAD THE COVID ALERT APP

Get notified if you may have  
been exposed to the virus

Inside or out, stay safe. Save lives



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# Safety is Our Priority

We have implemented precautionary measures to protect our employees including but not limited to:

## Hand Hygiene:

- Reinforcement of our hygiene protocols (washing hands)
- Placement of additional hand sanitizers in all our warehouses, offices, manufacturing facilities, and vehicles

## Cleaning/Disinfecting:

- Focused efforts on the cleaning and disinfection of frequently touched surfaces in the places where our employees work, including our vehicles
- Our frontline employees and our field associates have been provided with supplies to ensure they can keep their vehicles clean

## Physical Distancing:

- Limiting unnecessary visits and group meetings
- We have cancelled all business travel and are encouraging our field sales teams to connect with customers using digital tools
- Instituted flexible work from home policies for most of our office staff and only business critical employees are on-site at our facilities
- Implemented shift staggering and physical distancing in our facilities
- Ensure physical distancing (6ft) markations on the floors throughout our facilities
- Instituted self-isolation policies for anyone who has travelled outside of Canada
- Our merchandising team members wear t-shirts with reminders on the back of the importance of physical distancing



# Safety is Our Priority

## Masks:

- All employees must wear a mask at all times

## Stay home if ill:

- Ensuring that anyone who feels unwell is staying at home by using our mandated COVID-19 daily self screening tool
- Conduct an internal “COVID-19 close contact questionnaire” for employees who may have come into contact with someone not feeling well
  - The questionnaire allows Coke Canada Bottling to identify potential close contacts and ensure extra cleaning of appropriate areas, if necessary
- We have also instituted a “return to work” screening questionnaire for employees who have tested positive for COVID-19
- We’ve promoted the federal government’s COVID Alert App with all employees

Reinforcement of COVID-19 protocols are conducted daily through employee crew talks and posted protocol posters throughout facilities

Many of our protocols were implemented prior to becoming mandatory and have been identified as best practices and shared with other companies and industries

We continue to collaborate with local, provincial and federal health officials to ensure we’re following best practices and take all necessary precautions as the situation evolves.





# 2021: 20 Years of Coke Canada in Brampton