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Royal Crown Cola International

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# SYNOPSIS



We are proud of what we have accomplished - and today, we are also proud to look back and be able to say that RC Cola is a brand that is known for its spirit and stays true to its independent personality, providing leadership in the industry with innovative flavors and beverages. We are excited to share a flashback through our history and look forward to experiencing many more accomplishments with our bottlers and distributors in the century ahead.



**"RC  
tastes  
best!"**

# WE ARE EXCITED TO BE CELEBRATING OUR 115TH ANNIVERSARY!

What a milestone. Today, we look back at our legacy and what we have accomplished and it is with confidence that we say that RC Cola is a brand that is recognized for its true American spirit! Since 1905, we have stayed true to our independent personality, providing innovation and leadership to the beverage industry.

**1905** LET'S START AT  
THE VERY BEGINNING...



It all began back in 1905 when **Claud A. Hatcher**, a pharmacist in Columbus, Georgia, USA, started experimenting with soft drinks.

Mr. Hatcher conducted his experiments in the basement of his family's grocery store, at the beginning. Later, it was through the same grocery store that he first introduced Royal Crown Cola.



# INNOVATION AFTER INNOVATION!

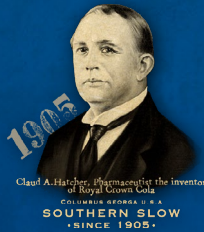


One of our company's key values is innovation and our commitment to our American roots - and it is something we are proud to say we have continued to demonstrate consistently. Some of the landmarks and significant moments that stand out in the company's history relate to our belief in the importance of innovation and how that impacts the beverage industry.

What stands out from the RC Cola story is a sense of the company's spunk and pioneering. Some of RC Cola's more noteworthy milestones include:

**1905**

Founder Claud Hatcher established the Union Bottling Works in the basement of his family's wholesale grocery business



**1912**

First produced of a line of syrups and flavor concentrates and established a franchised system by selling sales territories to its bottlers under the trademark Chero-Cola Co

**1925**

Over 300 bottlers were part of the bottling network producing Chero-Cola; 260 also produced fruit flavored products under the brand Nehi



**1934**

Chero-Cola was reformulated and the new product was named Royal Crown Cola

1940

RC Cola was the first in the industry to use results of blind taste tests in an advertising campaign, "Best by Taste Test"



1958

The company name changed to Royal Crown Cola Co. and was first to introduce the 16-ounce bottle, a personal size considerably larger than the 8-ounce standard bottle of the time



1954

RC Cola was the first to distribute soft drinks in steel cans

1962

The first sugar-free cola, "Diet Rite," was launched



1964

RC Cola was the first to produce soda in 100% aluminum cans making them lighter to transport and less likely to break



1987

RC Cola began producing beverages with 100% Nutrasweet that are caffeine- and calorie-free



1970s

RC Cola first expanded into international markets



1980

RC Cola was the first to introduce a caffeine-free diet cola, RC 100



1995

The first premium draft cola with pure cane sugar was launched



1998

First to introduce a diet cola and flavors, sweetened with Splenda



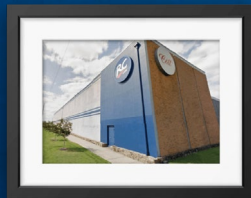
2000

Energy cola, RC Edge, was introduced



2001

Royal Crown Cola International was acquired by the Cott Corporation



2002

Royal Crown Premium Mixers are developed and launched



2005

RC Cola celebrated its 100th birthday





2012

Jeera, a refreshing soda with a taste of cumin, crafted specifically for our south-central Asian markets was introduced



2015

RC Neo was developed and launched. A cola made with natural flavors, natural sweeteners and natural caffeine packaged in a glass bottle. RC Cola Neo provides an uncompromised cola taste at only half the calories.



2017

Royal Crown Vintage Cola was developed and launched



# AUDACITY, IT'S IN OUR VEINS



115 years of success in the beverage industry has taught us the importance of jumping in "head first" - continually being on the move, trying new things, and taking risks to move ahead.

Our experiences have taught us how crucial our bottlers are to our business, a realization that led us to develop a comprehensive bottler program that provides support for marketing, sales, research, and development, providing beverage bottlers with the freedom to be an entrepreneur.



115  
• YEARS •

TASTES  
CHANGE

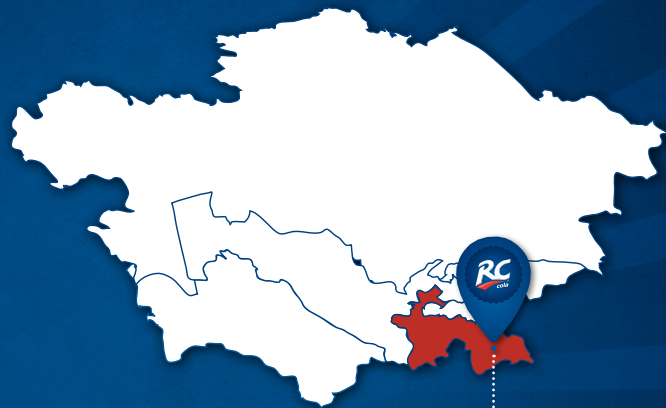
GOOD TASTE  
DOESN'T



# AUDACITY, IT'S IN OUR VEINS



One successful bottling relationship is with Obi Zulol in Tajikistan, who started working with RC Cola International in 1995. Since then, RC Cola International has been actively involved in Obi Zulol's development, providing advisory services and participating in all stages of the implementation of Obi Zulol projects. Today, the company is the flagship of the food and beverage industry in Tajikistan and has production facilities allowing production of all types of soft drinks and juices in all types of packages (PET, glass, cardboard, pouch) and all production methods (cold, hot, pasteurized). The RC brand is a market leader in Tajikistan.



TAJIKISTAN

# AUDACITY, IT'S IN OUR VEINS



Our bottlers are the key to our worldwide success. Our strategic bottler FirstBev, for example, has been an RC Cola International bottler in Nigeria since 2017 and had its first commercial run in July 2018. Today, FirstBev has 235 workers at state-of-the-art facilities - with its own power generation - and operating 5 production lines. FirstBev is proud to be the first bottler in the world to install and operate next-generation ACTIS technology from Sidel - amorphous carbon treatment for inside surfaces, that extends the shelf life of PET packaging beyond what is achieved with more conventional techniques.



# OUR BRANDS



We are proud of the 9 brands that are part of the expanded RC Cola portfolio and have become known internationally:



## RC Cola

One of the original American colas that, today, comes in RC Cola Coffee, RC Cola Vanilla, RC Cola Lemon flavors



## RC Cola Neo

A natural cola sweetened with a mix of stevia and natural cane sugar, with 50% less calories than regular cola



## Rad Rain

A refreshing energy drink that comes in Regular, Sugar Free, Cran-Orange, Mango Guava, and Acai-Blue flavors



## RC Q

A favorite choice that comes in Orange, Grape, Strawberry, Green Apple and Lemon flavors as well as exotic combinations Kiwi Strawberry and Mango Melon; also available as Diet/Light and Zero





## Dave & Co

Real brewed tea that provides an authentic Southern beverage experience and comes in Plum, Blackberry, and Black Tea flavors



## RC Refresher

Crafted tonic water, ginger ale, and bitter lemon-great with cocktails and as a standalone drink. Available in several fruit flavor variations.



## Mighty Rain

A powerful blend of citrus fruits



## Dear Jack

With real fruit juice, this comes in three flavors: Fruits of the Forest, Crisp Apple and Citrus Medley



## Royal Crown Vintage Cola

Enjoy the authentic Southern experience of a cola first made 115 years ago. Packaged in an amber-colored bottle and served in a branded glass on a wooden tray, it symbolizes the authenticity of the brand.



# AN ADVENTURE OF 115 YEARS



Here at RC Cola International, we walk a fine line between entrepreneurship and daring - in trying out new products while still staying true to our roots.

We are delighted to invite you to become part of the RC Cola family by bottling and distributing RC Cola products - so that you, too, can gain from the many benefits of being part of our bottler program.

The opportunities are endless as we are always excited about innovation - an approach to the beverage industry that is at the core of everything we do. And we cannot wait to see what new beverage products and flavors will develop in the 115 years that are starting right now!



**GET IN TOUCH TO**

**BECOME AN RC COLA  
★ BOTTLER TODAY! ★**



Royal Crown · Cola International