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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!"
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.

Let’s start at the very beginning...

1905

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.
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”

1954
RC Cola was the first to distribute soft drinks in steel cans

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

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.

1970s
RC Cola first expanded into international markets.

1980
RC Cola was the first to introduce a caffeine-free diet cola, RC 100.

1987
RC Cola began producing beverages with 100% Nutrasweet that are caffeine- and calorie-free.

1995
The first premium draft cola with pure cane sugar was launched.
RC Cola celebrated its 100th birthday

Royal Crown Premium Mixers are developed and launched

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

Energy cola, RC Edge, was introduced

Royal Crown Cola International was acquired by the Cott Corporation

RC Cola celebrated its 100th birthday
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.

2012
Jeera, a refreshing soda with a taste of cumin, crafted specifically for our south-central Asian markets was introduced.

2017
Royal Crown Vintage Cola was developed and launched.
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.
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.
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.
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

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

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

**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.
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!
THANK YOU!

CONTACT US TO LEARN MORE