

The C&C Century

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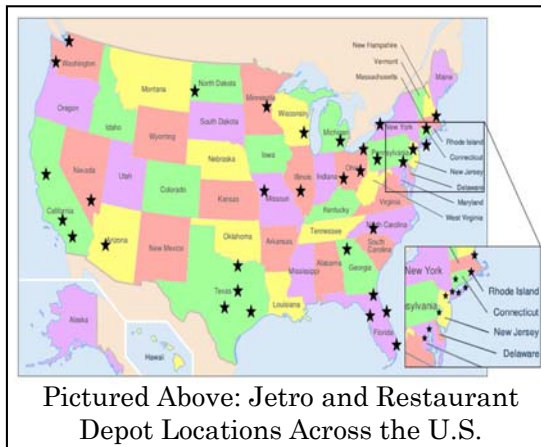
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2010: Welcome **JETRO** and



On January 5th, 2010 C&C Cola Inc. announced a national partnership with Jetro and Restaurant Depot. With over 90 locations throughout the United States, Jetro is one of the largest cash and carry chains in the country. They are constantly adding new locations and new items to meet the needs of business owners and consumers everywhere. Officials at Jetro are excited to add the C&C line as a replacement to their current private label product.



Pictured Above: Jetro and Restaurant Depot Locations Across the U.S.

There is a lot of excitement on the C&C side of the deal as well. "This is an thrilling time for the C&C brand as we have partnered with a company that gives us instant national exposure and logistics to the trade," said Mitch Kelner, CEO of C&C Cola Inc. "We look forward to working with all of their facilities across the country," he added.

Jetro will serve as the "Master Distributor" of C&C Products for the states of New York, Pennsylvania, Maryland, Florida, Illinois, and California.

2009: C&C Cola Bottling Co. Southeast Sales office opens doors for business



Look out South Florida! That is the message com-

ing from C&C Cola. "Our new location in Boca Raton, Fl. opens the door for not only the southern market, but also for the vibrant developing export business," said Jesse Kelner when reached for comment. The excitement was palpable at the ribbon cut-

ting ceremony on October 5, 2009.

The launch of this location is being championed by CEO, Mitch Kelner. He brings with him over 35 years of experience in beverage distribution and sales.

Did You Know?

- C&C Cola was formulated by John Ritchie, famed creator of Pepsi.
- C&C makes over 30 flavors of carbonated beverages and 8 flavors of juices.
- C&C has never changed its formulas. While other companies make their sodas cheaper, C&C maintains their quality standard.
- C&C stands for Cantrell and Cochran, the two chemists who formulated the original Ginger Ale.

Did You Know?

- Behind Cola, Orange is the most popular flavor that C&C offers.
- C&C Orange is Naturally Flavored
- C&C has been sold in the United States for over 50 years.
- A truckload of C&C cans satisfies over 52,000 drinkers!
- You can get Free Stuff by sending in your C&C labels.
- C&C owns the Pee Wee's Trade-mark

2010: C&C will Advertise with Yankee's Radio

This spring, when you are listening to the World Champion Yankee's on CBS New Radio on AM 880 you will hear a familiar name. "CC" will not only stand for Carsten Charles Sabathia this



YANKEES
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year, but for C&C Cola as well. That is because all of "CC" Sabathia's starts will be brought to you by C&C Cola, Inc.

This deal, the brain child of Max Bannon, a

C&C employee, will mark C&C Cola's first venture into radio advertising since the 70's. We feel it is a good time to get back out there," said Jesse Kelner, Vice-President. "And who better to partner with than the world champion New York Yankees," he added. This program will kick off in time for Spring Training 2010.

2010: C&C 20oz goes to 12 Flavors!

The release of the 20oz line of sodas in 2009 proved to be an instant success. Originally introduced in the top seven C&C flavors; Classic Cola, Ginger Ale, Fruit Punch, Grape, Orange,



Pictured Above: The seven original flavors of 20oz "Chilling Out" in an ice bath

Pineapple, and Orange-Pineapple, this line saw great success in all classes of trade. Now customers are demanding more. Enter the five new flavors: Black Cherry, Blue Raspberry, Golden Champagne Cola, Original Seltzer, and Watermelon. Even at 12 flavors, customers are still calling for line extensions, looking for their favorite flavors like Cotton Candy and Mango.

2003: Pee Wee'z are the main Squeeze,

After nearly 50 years of successful distribution in the United States, C&C has launched its first dedicated non-carbonated line of drinks. The new Pee Wee'z®



product was the brainchild of Mitchell Kelner, President of C&C Cola Inc. "I felt that it was the right time for us to diversify our line-up. People have enjoyed the same great products from C&C for years and I wanted to give them a chance to fall in love all over again." Early sales figures promise good results from this

new line of beverages. Pee Wee'z® come in a white C&C autographed carton. They are available in two different sizes; 8oz and 16oz. The 16oz size comes with a re-sealable sport cap which makes it a great product for lunches. The 8oz drink is a summer favorite as it can be frozen in the morning and enjoyed ice cold at lunch.

Both products are packed in high density plastic and come in four flavors: Blue Raspberry, Fruit Punch, Grape, and Orange. The 16oz come 24 to a case while the 8oz come 40 per case!



2003: 24oz Family has 8 new members (And we couldn't be happier)

If you loved C&C's 24oz line of soft drinks before, you are sure to flip over the 8 new flavors that those crazy guys at C&C have cooked up. As if 19 Flavors was not enough, they have brought us 8 new varieties that push the limits of your taste buds. Their Coconut soda will make you think that you have escaped to a Caribbean beachfront. Cotton Candy soda will bring you back to your first childhood carnival as soon as it hits your lips. Mango is a fruity hit everyone in the family will enjoy. Green apple

will keep the kids smiling while Mountain Chill will take their breath away it is so delicious. Their new Grapefruit or Toronja soda will wow you. New Orange-Pineapple combines two of C&C's already amazing flavors to create a new taste experience which will dazzle your palate. Overall, we are very pleased with the new line-up. Now we are just wondering, will



those crazy C&C guys stop at 27 flavors, or are there new varieties on the horizon? We hope they keep the new flavors coming.

Free Stuff Offer Shakes Things Up

C&C has really done it this time. At a time when many companies are cutting back sizes and raising prices, C&C is crazy enough to start giving things away for FREE! Their new "Free Stuff" offer allows customers to redeem soda labels or pictures of them with their favorite flavor for free C&C merchandise. This new offer is sure to create some chaos...



C&C Rolls Out Autographed Trucks



If you see them rolling down the street, don't feel shy waving. They will actually appreciate it and wave back. Drivers of the new autographed C&C trucks are proud to be driving the best looking, most colorful trucks on the road. "The graphics are so vibrant and colorful, they reflect the C&C brand well..." said one driver when asked to comment on the new trucks. One thing is for sure, you can't miss these guys going down the street.