

Coca-Cola Consolidated Introduces Cinnabon Premium Coffee Drink

December 5, 2005

- Smooth and creamy beverage screams indulgence!
- Cinnabon brand recognized globally for super-premium quality and taste
- Second largest US Coke bottler to sell Cinnabon in Southeast US

CHARLOTTE, N.C., Dec. 5 /PRNewswire-FirstCall/ -- The sweet decadent taste of Cinnabon sweet rolls has been transformed into a super-premium coffee drink-and consumers in the Southeast can now enjoy the experience. Coca-Cola Consolidated (Nasdaq: COKE), the nation's second largest Coca-Cola bottler, will introduce three Cinnabon coffee drink flavors across the Southeast beginning today.

"Cinnabon is a brand that is synonymous with warm dough, sweet cinnamon and creamy frosting," said Lauren Steele, Coca-Cola Consolidated spokesman. "Most Americans are familiar with the taste and smell of a Cinnabon sweet roll. That sensory experience you get in airports is now available in three super-premium coffees, Cinnamon Vanilla Latte, Caramel Nut Latte and Espresso & Cream. Cinnabon coffee is infused with the same authentic flavors of a Cinnabon cinnamon roll--this smooth and creamy beverage screams indulgence!"

Coffee lovers will be able to enjoy Cinnabon at convenience stores, grocery stores and restaurants throughout North and South Carolina, Middle-Tennessee, southwest Virginia, southwest Alabama, west Georgia, southeast Mississippi and in parts of the Florida panhandle starting today. Cinnabon will be available in West Virginia by mid-December.

Coca-Cola Consolidated has partnered with New York-based Brain-Twist Inc. to enter the growing ready to drink coffee beverage category. Coca-Cola Consolidated is the first traditional soft drink bottler to sell Cinnabon coffee.

SOURCE Coca-Cola Bottling Co. Consolidated

-0- 12/05/2005

/CONTACT: Lauren C. Steele, VP Corporate Affairs of Coca-Cola Bottling Co. Consolidated, +1-704-557-4551; or Larry Trachtenbroit of Brain-Twist, Inc., +1-212-594-7990/ □

/Web site: <http://www.cokeconsolidated.com/>
(COKE) □

CO: Coca-Cola Bottling Co. Consolidated; Cinnabon

ST: North Carolina

IN: FOD REA

SU: PDT

DL-WB □

-- CLM021 --

2759 12/05/2005 09:35 EST <http://www.prnewswire.com>