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NEWS RELEASE

Heartland Coca-Cola Announces Partnership with CRS Hospitality

Champaign, IL – August 24, 2023 - Heartland Coca-Cola Bottling Company is delighted to announce a 5-year strategic partnership agreement with CRS Hospitality, a leading restaurant, bar, and event space provider based in Champaign, IL.

This agreement will provide Heartland Coca-Cola with exclusive beverage rights to sell and pour Coke products at 13 CRS Hospitality restaurants in the downtown Champaign area, including Jupiters at the Crossing, Billy Barooz Pub and Grill, Just Yolkin, Jupiters Pizzeria, Seven Saints, Cowboy Monkey, Barrelhouse 34, Guidos Bar and Grill, Soma Ultralounge, Fat City, Ribeye of Champaign, Chop House on Main, and Illini Inn. This agreement went into effect on August 1, 2023. With the addition of these restaurants, Heartland Coca-Cola will now be the sole beverage provider to most restaurants and bars in the downtown Champaign area.

“At Heartland Coca-Cola Bottling Company, we are committed to enriching people's lives through our products and experiences,” said Central IL Hometown General Manager Stephanie Seay. “Our partnership with CRS Hospitality allows us to extend this commitment by creating meaningful connections and exceptional services for patrons in the Champaign area. This collaboration is set to elevate the hospitality landscape in Champaign, offering enhanced experiences through Coca-Cola's iconic beverages to residents and visitors alike.”

About Heartland Coca-Cola Bottling Company

Heartland Coca-Cola Bottling Company, LLC produces, sells, and distributes the highest quality and best-tasting Coca-Cola beverages across Kansas, Missouri, and Illinois. Our success is rooted in the guiding principles of putting PEOPLE first, serving our local COMMUNITY, and providing great brands to our CUSTOMERS and consumers. We work and win together as a team by promoting a culture that values how our people think, feel, and act. Follow Heartland Coca-Cola Bottling Company at www.heartlandcocacola.com

About CRS Hospitality

CRS Hospitality is a leading hospitality service provider based in Champaign, IL. Known for its unwavering commitment to delivering top-quality services, CRS Hospitality has a rich history of providing exceptional experiences and catering to a diverse range of clients in the Champaign area. To learn more about CRS Hospitality, visit <https://www.crshospitality.com/>