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## **News Release**

### **Heartland Coca-Cola Announces Partnership with USD 428**

**Great Bend, KS – April 8, 2024** – Heartland Coca-Cola Bottling Company, LLC and the USD 428 School District agreed to a 5-year contract agreement to serve Coca-Cola products in the Great Bend School District.

In the past months, Chris Haberman has been working with district representatives and the Board of Education to build a partnership which led to discussions about bringing Coca-Cola back to the district. USD 428 had been a Pepsi customer for 5 years, so this Coca-Cola victory is very exciting. Chris will manage the accounts going forward.

“I am happy to announce we have signed a 5-year exclusive contract with the Great Bend school district!” **said Chris Haberman, Market Development Manager for North Kansas.** “We are excited for this partnership. Our past ties to the school district played into the decision for them to come back to Heartland. I look forward to working with the school district once again.

#### **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](http://www.heartlandcocacola.com)

#### **About USD 428**

Located in the heart of Kansas, Great Bend residents enjoy the comforts of small-town America as well as amenities of being a regional retail and entertainment center. Our schools benefit from a dedicated and exceptional teaching staff with an average tenure of nearly 15 years, which we believe illustrates the positive culture and environment fostered within our buildings.

USD 428 is comprised of five neighborhood elementary schools where students enjoy the benefits of walkability and community engagement. Students merge at Great Bend Middle School for seventh and eighth grade before advancing to Great Bend High School for grades 9-12.