



Contact: Kirstin Hadel
Khadel@heartlandcocacola.com

News Release

Heartland Coca-Cola Announces Partnership with BobaQue

St. Charles, MO – May 29, 2024—Heartland Coca-Cola Bottling Company, LLC and BobaQue are thrilled to announce their new partnership, a collaboration that brings mutual benefits. BobaQue now proudly serves Coca-Cola at its new restaurant in New Town, MO, marking a significant transition from a to-go-only barbeque location to a full-service restaurant. This partnership not only enhances the beverage options for BobaQue's customers but also strengthens the presence of Coca-Cola in the heart of New Town, MO.

District Sales Manager Craig Hejnal played a pivotal role in this collaboration, working closely with BobaQue's new restaurant team. Located just minutes from Heartland's St. Charles distribution facility, this strategic partnership ensures the availability of Coca-Cola products for BobaQue's valued customers.

"I am always proud to have the opportunity to pour Coca-Cola in any restaurant. It means a lot when a new customer trusts our brands and our service to help their business grow. It means even more when they are as excited as we are to see the Coke trucks pull up to their business for delivery and installation like BobaQue was. These are the customers that will be true partners, and we thoroughly enjoy working with them," Hejnal said.

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