



**FOR IMMEDIATE RELEASE**

**Heartland Coca-Cola Bottling Company, LLC Announces New CEO**

Lenexa, Kansas – April 21, 2025 – Heartland Coca-Cola Bottling Company is pleased to announce Justin Bridgeman as the new Chief Executive Officer, effective immediately. Justin has been with Heartland for eight years, serving most recently as Executive Director. Justin will be succeeding his father, Ulysess “Junior” Bridgeman, who founded Heartland in 2017 and who passed away unexpectedly on March 11, 2025.

"I am excited to have Justin as our new CEO. Having worked with him since the company's inception, I am confident that Justin will continue to build on this legacy and lead the company to new heights," said **Chuck Wyant, President and COO**.

As Heartland enters a new chapter, this transition is a moment to reflect on the journey so far and look ahead with purpose. The company's foundation—built on service, integrity, and community—has shaped its identity and guided its growth. With Justin now leading the way with our leadership team, Heartland is poised to continue that legacy while embracing innovation and new opportunities to better serve its people, customers, and communities.

"I am honored and humbled to be assuming the role of CEO for Heartland. I look forward to working with our talented team to drive innovation and growth, and to continue the work we have started together," said **Justin Bridgeman, CEO**. "My father's vision was to build a generational business with a foundation built on taking care of our employees. Heartland will remain focused on our employees, customers, and the communities we serve."

**About Heartland Coca-Cola Bottling Company, LLC:**

*Based in Lenexa, Kan., Heartland Coca-Cola Bottling Company, LLC was founded in early 2017 by successful former NBA professional and business leader Junior Bridgeman. Bridgeman's longstanding connection to Coca-Cola and the Midwest began 30 years earlier during his NBA career, when he volunteered at basketball clinics sponsored by the company. His partnership with Coca-Cola continued as he built several notable restaurant franchise operations and led to the establishment of Heartland Coca-Cola Bottling Company. Today, Heartland is an anchor Coca-Cola bottler in the Midwest, proudly serving over 25,000 customers across Kansas, Missouri, and Illinois. The Bridgeman family's founding principles guide the organization's daily operations: putting people first by creating a culture of value and inclusion; connecting with and serving its local communities; and providing the highest quality products and service to its customers and consumers. For more information on the company, please visit [www.heartlandcocacola.com](http://www.heartlandcocacola.com).*

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