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News Release

Heartland Coca-Cola Announces Partnership with Johnny's Tavern

Lenexa, KS – July 1, 2024 – Heartland Coca-Cola Bottling Company, LLC and Johnny's Tavern are excited to announce their new partnership. The five-year agreement [with an option for an additional two years] will see Johnny's Taverns serving Coca-Cola beverages at all of their 13 restaurant locations in the Kansas City metro area, Topeka and Lawrence, Kansas.

Area Sales Manager, BJ Magistro, collaborated with the Johnny's Tavern restaurant team, to ensure the availability of Coca-Cola products for customers. "We are ecstatic for this partnership and what it will bring to Johnny's and Heartland Coca Cola in the long term. We wouldn't have been successful in this process without the expertise of the entire Heartland Coca Cola Team working with the Johnny's Tavern team to ensure a smooth transition."

"I am truly honored by Johnny's Tavern's faith in Heartland Coca Cola to be their nonalcoholic beverage supplier of choice for the future," **said Jeff Carter, Vice President, Customer Management at Heartland.** "This will be a strong joint business partnership between our teams, as we have an aligned focus on our people, the community, and the customer." Please join us all in welcoming Johnny's Tavern to the Heartland family.

About Heartland Coca-Cola Bottling Company

Based in Lenexa, Kan., Heartland Coca-Cola Bottling Company, LLC (Heartland) 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, Illinois, and several counties in both Iowa and Nebraska. In addition, Heartland recently acquired Emporia Coca-Cola and Classic Vending, both of Emporia, Kansas. 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.

About Johnny's Tavern

Johnny's Tavern, established in 1953, is a beloved chain of sports bars and restaurants known for its welcoming atmosphere, delicious food, and wide selection of drinks. With 13 locations in the Kansas City metro area and Lawrence, Kansas, Johnny's Tavern offers a diverse menu featuring classic American cuisine, including burgers, pizzas, and wings. It's a popular spot for sports enthusiasts, families, and friends to gather, watch games, and enjoy great food and beverages. Over the years, Johnny's Tavern has maintained a strong commitment to quality, community involvement, and customer satisfaction, making it a staple in the local dining scene.