

1885

Dr Pepper is created by pharmacist Charles Alderton in Waco, Texas.



1898

Pharmacist Caleb Bradham creates Brad's Drink in New Bern, North Carolina



1901

The Alabama Grocery Company opens with Sidney Lee as president.

1902

Brad's Drink renamed and trademarked as Pepsi-Cola.





1906

The Alabama Grocery Company releases Buffalo Rock Ginger Ale, a soda created by chemist Asby Coleman.



1916

Grapico is first bottled in New Orleans, LA.



1922

The first full-scale bottling plant for Buffalo Rock Ginger Ale is built in Birmingham, Alabama.



1927

The Alabama Grocery Company officially changes its name to Buffalo Rock Company.



1940

Mountain Dew is invented by Tennessee beverage bottlers Barney and Ally Hartman.



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1944

James C. Lee, Sr. named president of Buffalo Rock Company.

1951

James C. Lee, Jr. becomes president of Buffalo Rock, and successfully completes his father's negotiations for a Pepsi-Cola franchise agreement.



1954

Buffalo Rock's 26th street bottling plant expands, more than doubling its output.



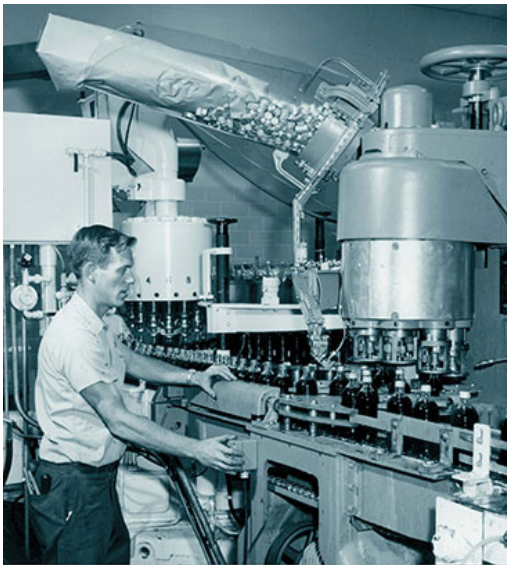
1962

Buffalo Rock becomes the first bottler to own a Dr Pepper franchise.

1963

Buffalo Rock purchases Mountain Dew franchise rights.





1964

Jimmy Lee, Jr. introduces the first non-returnable bottle. The Mountain Dew brand and production rights are acquired by the Pepsi-Cola company.



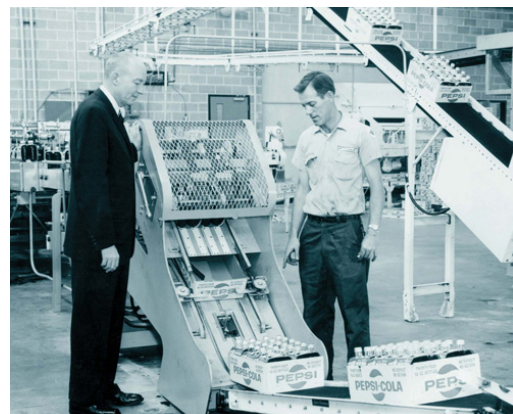
1966

Buffalo Rock opens a new plant on 15 acres on Oxmoor Road in Birmingham.



1967

James C. Lee, Jr. acquires a 7UP franchise, making Buffalo Rock the first plant in the country to bottle three brands - Pepsi-Cola, Dr Pepper and 7UP - under one roof.

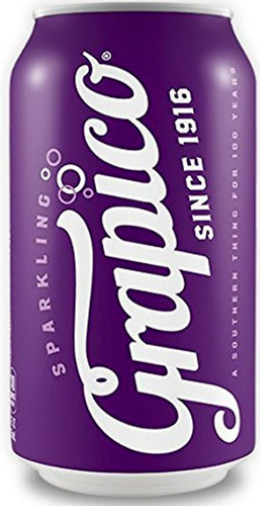


1974

Buffalo Rock adds its first canning line.

1977

Buffalo Rock acquires the Gadsden, AL franchise.



1984

Buffalo Rock introduces the 3-liter package to the soft drink industry.

1981

Buffalo Rock purchases the rights to Grapico. Buffalo Rock also acquires the Mobile, AL and Newnan, GA franchises as well as the Pensacola, FL franchise.

1983

Buffalo Rock becomes the nation's largest privately owned Pepsi bottler after acquiring the Huntsville and Tuscumbia, AL franchises.



1986

Buffalo Rock acquires the Albany and Columbus, GA, Dothan and Tuscaloosa, AL, and Panama City, FL franchises.

1989

Buffalo Rock acquires a franchise in Talladega, AL.



1991

James C. Lee, III named president, with James C. Lee, Jr. continuing to serve as Chairman of the Board and CEO.



2001

Buffalo Rock Company celebrates its 100th birthday.



2012

Buffalo Rock installs its first micro markets in Newnan, GA and Huntsville, AL.



1994

Buffalo Rock expands to full line vending.

1996

Buffalo Rock acquires the Montgomery, AL franchise.



2006

Beverage Industry Magazine names Buffalo Rock Bottler of the Year.

2007

Buffalo Rock acquires the Columbus, GA franchise.



2015

Buffalo Rock partners with Red Diamond Coffee & Tea. In the same year, Buffalo Rock implements a reverse-osmosis water system, enabling the company to bottle its own water.

2016

Grapico celebrates its 100th birthday with new packaging and a real-sugar formulation in a glass bottle.



2020

Keurig Dr Pepper and Buffalo Rock sign a landmark agreement, which allows historically competing portfolios to be sold off the same delivery truck.

With the purchase of two properties on Lakeshore Drive, Buffalo Rock announces a multi-phase \$300 million infrastructure plan aimed at modernizing its capabilities. The almost 77 acre property becomes the company's Lakeshore Campus.



2021

Matthew Dent named President and CEO, with James C. Lee, III remaining as Chairman of the Board. Located at the Lakeshore Campus, Buffalo Rock begins operating the 895,000 square-foot warehousing property known as The Hub.

The installation of the state-of-the-art Vertique automated pick system within The Hub enables the company to manage more than 1,200 SKUs.



2022

Buffalo Rock opens 120,000 square feet of office space on the Lakeshore Campus to serve as the Birmingham Franchise Sales Center.

To better serve the fastest growing area in the company's footprint, Buffalo Rock unveils the Huntsville Franchise Sales Center, a new warehousing and distribution facility located off of I-565 in Madison, AL.