

Birmingham, AL January, 2007-- Buffalo Rock, one of the nation's largest food and beverage distributors was recently named Beverage Industry's 2006 Bottler of the Year.

With 106 years in business and an average 30 years experience among its executive leadership team, the company is certainly not resting on its many accomplishments and letting the changing industry pass it by.



Buffalo Rock – as a private, family-owned Pepsi and Cadbury Schweppes bottler – has the flexibility to make quick decisions. James Lee III, president, chief executive officer and fourth generation Lee, brings more than 40 years experience to his in excess of \$575 million Company. He attributes the management team's staying power and knowledge of the industry as a huge advantage.

"They know the ins and outs of the company," Lee says. "They know their employee-partners' personalities and the team has good continuity. Overall, turnover is minimal in the management ranks and we have been able to promote within the company, which is good for morale."

"What we have chosen, as a company, is to go down the path of continuous improvement and never get off," says Matthew Dent, executive vice president and chief business officer. Recently acquiring Southeast Cannery, a bottling facility in Columbus, Georgia, the company is increasing their production capability by more than 30%. Buffalo Rock plans to continue expanding its business through new products from its franchise companies and other new products it will pick up in the future.

Buffalo Rock's 14 distribution centers throughout Alabama, northwest Georgia and the panhandle of Florida are run by 14 general managers. The company currently employs almost 2,700 employee-partners who are empowered by a culture entitled "Team Rock" which applies to all aspects of the business. "Many of our recent beneficial changes," states Lee, "have been established due to employee-partners' submissions, as well as customer recommendations through a survey process. I can attribute most of our successes and this award to our customers, our employee-partners and the communities that we service."