



## **BUFFALO ROCK COMPANY ANNOUNCES PEPSICO'S RING OF HONOR RECIPIENTS**

**Roger Bacon, Mike Hamilton and Clint Mizell**

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**BIRMINGHAM, AL** --- Buffalo Rock Company, a leader in food and beverage manufacturing, distribution, sales and marketing, announces three outstanding leaders to receive PepsiCo's President's 2011 Ring of Honor: Mike Hamilton, Franchise Sales Manager, Clint Mizell, Franchise Sales Manager and Roger Bacon, Area Sales Manager.

PepsiCo's highest front line recognition award distinguishes the best of the best of their entire world-wide sales force. These are the performers who make it all happen. They are the men and women from across the nation and around the world who demonstrate the excellence, the drive and the ability to achieve the results that keep PepsiCo in the forefront for consumer products companies and put PepsiCo brands along the world's best known.

The President's Ring of Honor was created in 1999 by former PepsiCo Chairman and Chief Executive Officer Roger A. Enrico, as an annual recognition to celebrate the very best of PepsiCo's front line sales performers around the world.

Each year, more than 200 of PepsiCo's top performing sales associates from around the world and their guests are invited to PepsiCo's Headquarters in New York. Attendees experience a memorable three-day event that includes business sessions, sharing of best practices, and a variety of activities along with an evening in Times Square. The event concludes with the unforgettable Ring of Honor Awards Gala, which will be held on June 9, 2011 in New York City.

"We are extremely proud of Mike Hamilton, Clint Mizell and Roger Bacon for being chosen to represent Buffalo Rock and PepsiCo's "best of the best" among sales men and women from all over the world," stated James C. Lee, II, Chairman & CEO of Buffalo Rock. "They are truly leaders to be emulated and should be extremely proud to be chosen from among the best across the world."

**Mike Hamilton**, with over 17 years in the beverage industry, has consistently experienced sales volume performance awards and recognition over the years. From Tuscumbia, Alabama, Mike is a dedicated professional guided by strong business principles, ethics and customer commitment, earning the respect of customers and fellow employee-partners. He is recognized as a community leader and has served as a member of the Board for Partners in Education and on the Board for the Helen Keller Foundation. Mike directs efforts for the annual Salvation Army Food Drive and has volunteered time with the Boys/Girls Club, Healing Place, Relay for Life and the United Way of North Alabama.

**Clint Mizell**, with over 22 years in the beverage industry, has continually received recognition and awards for his sales performance with the Gadsden distribution center. Clint's attention to the customer and how merchandising affects sales performance, has earned him the confidence and respect from those retailers. Clint was part of the original team within the Buffalo Rock Company which developed the marketing standards to effectively promote all of the brands. In the community he and his wife, Kim, are recognized for their establishment of The Taylor Mizell Foundation, an organization that raises much needed funds to assist families in need who are experiencing difficulties when their children are diagnosed with cancer. The Foundation is also committed to help find a cure for childhood cancer.

**Roger Bacon** has served the Tuscumbia market with Buffalo Rock Company for over 20 years. Roger is perpetually recognized in the industry for case sales increases and market development, with a talent in building creative and themed displays in the stores he services. His dedication to customer service has earned him the respect of customers throughout the marketplace. Outside of daily work practices, Roger volunteers his time coaching youth sports and has served as a member of the AAU and Dixie Youth Athletic Board.

#### **ABOUT BUFFALO ROCK COMPANY**

Buffalo Rock Company is one of the nation's largest privately-held, family-owned Pepsi and Dr. Pepper bottlers in the U.S. The company employs over 2,150 employee-partners who service a population of over 6 million consumers throughout Alabama, Western Georgia and the panhandle of Florida. James C. Lee, III, Chairman of the Board and CEO, and fourth generation Lee, brings more than 40 years of experience to his company that exceeds \$500 million in revenue annually. With over 110 years in business and an average of 30 years of experience among its executive team, the company is positioned for continued growth and to meet the soft drink beverage demands of an ever-changing consumer. For more information about Buffalo Rock Company, please visit [www.buffalorock.com](http://www.buffalorock.com).

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