

FOR IMMEDIATE RELEASE

RED CLASSIC NAMES JESSICA TRAILL AS VICE PRESIDENT AND CHIEF FINANCIAL OFFICER

CHARLOTTE, N.C. (November 20, 2017) -- Red Classic announced today that Jessica Traill has been named as the company's Vice President and Chief Financial Officer. Traill comes to the company with more than 15 years of financial experience, most recently serving as a Senior Director at the company's parent, Coca-Cola Bottling Co. Consolidated.

"Jessica Traill is a proven leader who brings strategic financial knowledge and exceptional industry perspective to our business," said Red Classic President Ron Drogan. "We are honored Jessica joined the team to bring her experiences and add such value in serving our greater Purpose, our teammates, and our customers."

Jessica graduated from North Carolina State University with a B.A. in Accounting and Business Management followed by a Master's in Accounting. She served in various financial and accounting roles with Duke Energy and Carlisle Companies before joining PricewaterhouseCoopers. Traill worked at PricewaterhouseCoopers for seven years serving a variety of large clients, including Coca-Cola Bottling Co. Consolidated. In 2011, Traill joined Coca-Cola Consolidated as Senior Director, Reporting & Assistant Controller. In her most recent role, Traill was promoted to Senior Director, System Transformation Finance, where she led the financial operations and transition activities for the company's refranchising territories.

"The Red Classic business is transforming and I'm honored to be a part of this journey," said Traill. "Since its inception, the company has experienced profound growth, expanding the markets it serves and geographical footprint. I'm humbled to be a part of the leadership team that will continue steering the long-term vision and mission of the company."

About Red Classic Services, LLC

Red Classic, a wholly-owned subsidiary of Coca-Cola Bottling Co. Consolidated, is a safety focused provider of transportation, logistics and fleet maintenance solutions through a group of five divisions headquartered in Charlotte, NC. Red Classic provides asset-based solutions on over 600 trucks throughout its regional, dedicated and over the road networks and leverages its logistics division to provide nationwide coverage for truckload, less than truckload and intermodal shipments. The company also provides commercial fleet maintenance services from 72 shops throughout the Southeast and Midwest. Red Classic has been recognized twice as a Top Workplace by the Charlotte Observer.

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