



2024 Coke Canada Social Responsibility Report



Coca-Cola
Canada
Bottling
Limited

Canada's local bottler



A Letter from our CEO

We are Canada’s Local Bottler. We are a proudly family-owned, Canadian business on a journey to be the Leading Beverage Partner in Canada. With over 6,000 employees in 50+ facilities and operating in communities coast-to-coast, we aim to build our business responsibly and make our employees and stakeholders proud.

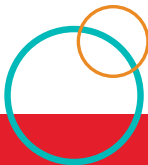
Our Mission is to deliver optimism and create a better future by bringing sustainable value for our employees, customers, consumers, and communities. We know to grow our business and to Be the Leading Beverage Partner in Canada, we must Earn our Social License to Operate. We do that by making a positive difference in our Local Bottler communities, working Toward a Better Future Together through our environmental sustainability actions, and embracing diversity, equity and inclusion as our superpower.

In our 2024 corporate social responsibility report, we’ve highlighted our efforts, progress, and achievements over the past year. We know there is more work to do. We are committed to continuing to collaborate with our employees, suppliers, customers, and communities to make a positive impact, together.

Thank you for taking the time to read our report. If you have any questions, please don’t hesitate to reach out to us at contactus@cokecanada.com.



Todd Parsons
Chief Executive Officer
Coke Canada Bottling



PROUDLY CANADIAN

& Family Owned

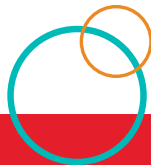
We are Canada's Local Bottler. We're Canadian and Made Local.

Coke Canada is an independent and family-owned business. Founded in 1818, we service hundreds of thousands of customers coast-to-coast-to-coast through our local teams and distribution partners. As Canada's Local Bottler, we are on a mission to deliver optimism and create a better future for our employees, customers, consumers, and communities.

We proudly make, distribute, merchandise, and sell over **25 brands** in **75 unique packages** in Canada. Coca-Cola, Coke Zero, Diet Coke, Sprite, Fanta, FUZE Iced Tea, Dasani, Monster, A&W, AHA, and more are made by us locally in our production facilities in Alberta, British Columbia, Ontario, and Quebec.



In 2024, we invested over **\$140 million** to sustain and grow our operations. This included increasing capacity at our manufacturing facilities in Quebec and British Columbia to meet the evolving demand of customers coast-to-coast-to-coast.



Canada Dry® is a trademark owned by Keurig Dr Pepper Canada, with bottling operations managed by CCCBL



Our 2024 Impact at a Glance

Canada’s Local Bottler Making a Positive Difference in Our Communities

- Hosted **100+** local volunteer events nationwide, with **4,200** employee engagements and **4,000+** volunteer hours accumulated
- **\$200,000** in community contributions made to local non-profit, community organizations
- **100** employees engaged in **150+** hours of Youth Career Mentorship initiatives
- **\$40,000** raised for Shoppers Foundation for Women’s Health™
- **75,000+** bottles and cans collected through our Sip. Recycle. Renew. campaign, donating **\$48,000** to environmental sustainability charities
- Launched **Canada’s Kindest Community** contest. Promoted at over 180 local **Coca-Cola Holiday Caravan events**. Out of 600 nominated communities, Jarvis, Ontario was recognized as Canada’s Kindest Community and **\$50,000** was awarded to Norfolk Community Foundation
- **\$10,000** donated to the Banff Canmore Foundation, and **hundreds** of product donations to support wildfire disaster relief efforts in Alberta

Toward a Better Future, Together: Taking Meaningful Action on Environmental Sustainability

- **13%** reduction in direct and supplied-energy emissions since 2019, as determined by the GHG Carbon Accounting Protocol, including a **4%** improvement from 2023 to 2024
- Expansion of our electric fleet with purchase of nine additional electric service vans in 2024
- **2.5 g (11.9%)** less plastic used in all 500 ml sparkling beverages
- Launched inaugural **Zero Waste to Landfill program** to reduce the waste going to landfills from our manufacturing facilities
- Initiated conversion from **CO₂ to nitrogen** for non-carbonation related manufacturing processes
- Partnered with our customer, the **Toronto Zoo**, to create the first Coca-Cola Sustainability Zone

Leveraging Diversity, Equity and Inclusion (DEI) as Our Superpower

- Launched our first Coke Canada **Self-Identification Census** to establish DEI baseline data
- Increased spend with certified diverse suppliers in 2024, **up 13%** year-over-year
- Raised awareness, promoted education, and provided training through company-wide DEI initiatives for Black History Month, International Women’s Day, and National Day for Truth and Reconciliation
- Our Kingston team engaged with our customer, **Nations Finest Convenience** to support their local Mohawk Language School event



Making an Impact in Our Local Bottler Communities



As we **Earn Our Social License to Operate**, we want our communities to be better off because we're in them. As Your Local Bottler, we strive to make a positive impact through **employee volunteerism, product donations, community partnerships**, and **philanthropic contributions** aligned with our strategic community pillars. We also look for opportunities to collaborate with our customers to grow our business responsibly, working together to drive greater impact.

Our Community Pillars:

Diversity, Equity and Inclusion

Supporting Canada's diverse communities to operate in inclusive ways.

Youth Employability

Helping Canada's youth be better enabled to gain employment through career mentorship, skill-building, and work readiness.

Environmental Sustainability

Decreasing our footprint and supporting others in the community who are doing the same.

Economic Prosperity

Working with the communities where we operate to grow local economies and offer support during natural disasters.

Did You Know...

We have empowered our **6,000+ employees** across **50+ facilities** to be community champions by implementing their own community plans into local operations? These plans prioritize active engagement in **local volunteerism, disaster response, and philanthropic initiatives**.



Our commitment to how we are Earning our Social License is clear in how we show up every day in our Local Bottler communities. Through our various community programs, we enable our employees to act as community champions, partnering with local organizations and our customers to make a positive difference.

Brendan Noonan,
Operations Unit Vice President &
Member of Local Bottler Community
Steering Committee,
Coke Canada Bottling



Making a Positive Difference in Communities Where We Operate: Our Community Progress & Impact

We Are Making a Lasting Impact One Initiative At a Time

At Coke Canada, our community programs are designed to deliver optimism and create a better future for our employees, customers, consumers, and communities.

We are proud of the progress we are making and the positive impact we have on our Local Bottler communities. In 2024, we enabled close to **100 volunteer events** coast-to-coast through our community fund and supported more than **4,200 employee volunteerism engagements**, with **over 4,000 volunteer hours** accumulated. Approximately **\$200,000** in **community contributions** was made to support local, non-profit, charitable organizations and programs.

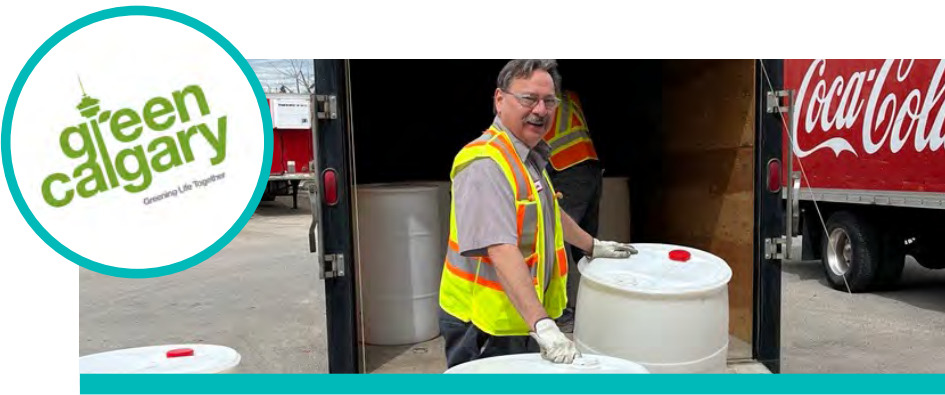
We aspire to achieve even more volunteer hours by the end of 2025, reflecting the collective efforts of our entire workforce.



In April 2024, we successfully launched our **Sip. Recycle. Renew.** campaign. Our goal was to inspire action by highlighting the importance of recycling and the circular economy for our packaging. Together, we collected over 75,000 bottles and cans, donating \$48,000 to environmental sustainability-focused charities, including Tree Canada, EcoSource, the Meewasin Valley Authority, and the Junction Creek Stewardship Committee.



Almost 100 employees participated in **Youth Career Mentorship events** in London, Barrie, St. John's, Brampton, Richmond, Montreal, and Kingston. These events were designed to educate and inspire youth to realize their career potential through mentorship. Over 150 volunteer hours were achieved, and hundreds of students were engaged.



Our Calgary team are proud partners with **Green Calgary**, and in 2024 they donated more than 140 empty syrup concentrate containers, which were repurposed into rain barrels.



Coke Canada employees participated in tree planting events across the country, engaging more than 100 volunteers in collaboration with our supplier partner **CHEP Canada** and across our Richmond, Edmonton, Winnipeg, Quebec City, and Halifax facilities, in partnership with **Tree Canada** and other local organizations.

“We believe that community drives progress, and as Canada’s Local Bottler we take pride in actively engaging with community organizations across the Atlantic region. Our youth employability initiatives have shown firsthand the positive impact of providing young people with the skills and opportunities they need to thrive through career mentorship. By equipping youth with employability skills, we can help them take the first steps toward exploring meaningful careers while introducing future employment opportunities within our own business.”

Neil Sullivan, General Manager, Atlantic, Coke Canada Bottling



Supporting Our Local Bottler Communities in Times of Need

Together, as the Coca-Cola System in Canada, taking action within our Local Bottler communities during natural disasters is one of the ways we can make a positive difference and Earn our Social License to Operate.



In 2024, we supported local disaster response efforts, including the **Jasper, Alberta wildfires**, by donating \$10,000 to the **Banff Canmore Foundation** and hundreds of cases of product to local evacuation centers. The Coca-Cola Company also supports the Canadian Red Cross, as part of the Disaster Response Alliance (DRA). Their financial contributions help enable them to respond to communities in need when disasters happen.

Collaborating With Our Customers and Brand Partners to Drive Greater Impact

In 2024, we partnered with **Shoppers Foundation for Women’s Health™** and **BODYARMOR** to support women’s mental health initiatives across the country. Nearly 120 of our employees and their families participated in 18 Run for Women events, helping to raise a total of \$40,000, including a \$13,000 contribution raised by our generous supplier partners during our Supplier Partner Forum Charity Auction.



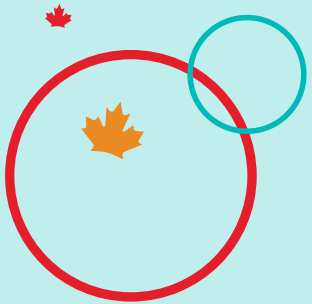
“At Shoppers Foundation for Women’s Health™, we gratefully acknowledge the support of our corporate partners like Coke Canada. Their collective efforts and unwavering support of the Shoppers Drug Mart® Run for Women helps fund local women’s mental health initiatives across the country. Coke Canada shares our passion envisioning a future where care is equitable and accessible, so that all women in Canada can lead healthier lives.”

Paulette Minard, Director of Community Investment at Shoppers Foundation for Women’s Health™



COMMUNITY FOUNDATIONS OF CANADA

FONDATIONS COMMUNAUTAIRES DU CANADA



In partnership with The Coca-Cola Company, we introduced a new, nationwide contest **Canada’s Kindest Community** as part of our annual **Coca-Cola Holiday Caravan**. Grounded in the belief that the world needs more kindness, and that kindness can be contagious, we set out to identify, celebrate, and reward the Canadian community that shared the most acts of kindness, inspiring others to do the same. Launched in partnership with **Community Foundations of Canada**, we saw nearly 600 Canadian communities nominated. Ultimately, Jarvis, Ontario was recognized as Canada’s Kindest Community. A \$50,000 donation was made to the **Norfolk Community Foundation** to support the needs of the Jarvis community. By uniting the Coca-Cola Holiday Caravan with Canada’s Kindest Community contest, we were able to connect the joy of the holiday season with making a meaningful difference in the communities where we operate. The national tour delivered holiday spirit to hundreds of communities across the country through 180 local activations, collaborating with customers like **Walmart**, to bring this campaign to life. We also had the opportunity to engage with over 70 government stakeholders with notable attendance from Niagara Falls Mayor Jim Diodati.

With the help of our employees, customers, and partners, we’re making a positive difference in our Local Bottler communities!



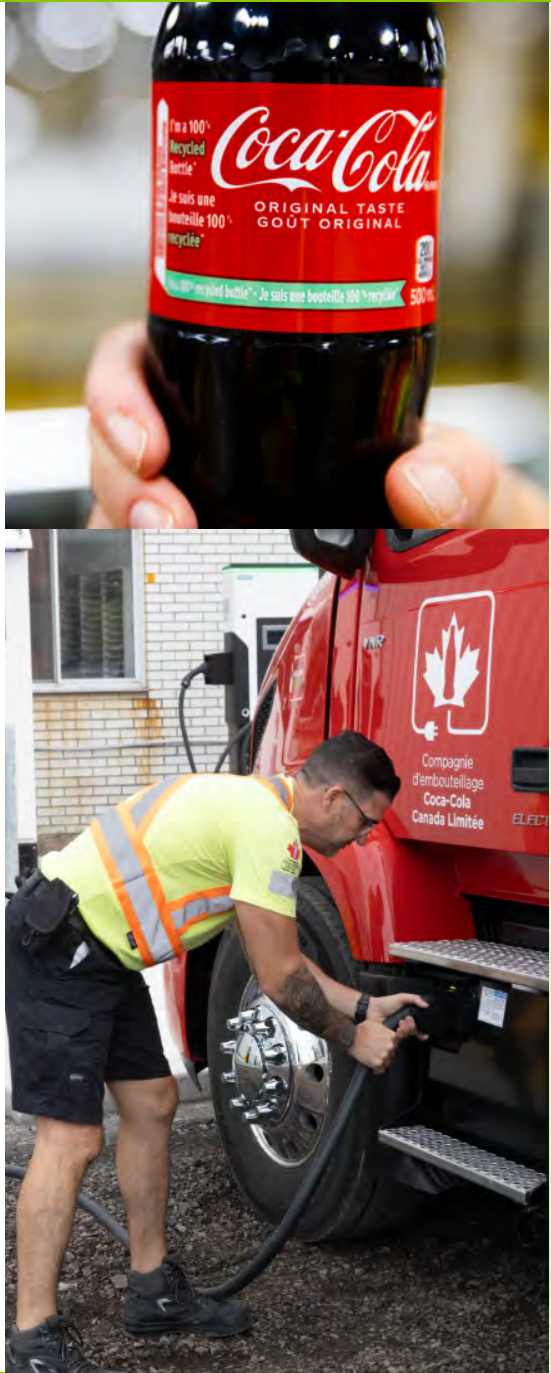
Our Path Toward a Better Future, Together



At Coke Canada, we are actively making progress on our commitment to taking meaningful action on environmental sustainability as we work Toward a Better Future, Together. Our goal is to **reduce our carbon emissions** through new technologies, increase our **recycling and waste diversion** efforts, and advance our **responsible water use** to meet industry-leading targets.

Did You Know...

We launched our first **Zero Waste to Landfill program** to reduce the waste going to landfills from our manufacturing facilities. In 2024, we achieved a **98% diversion rate** at our Brampton facility. As part of implementing this program, the Brampton facility focused on enhancing waste segregation in their offices and lunchrooms and introduced a new composting initiative for employees.



Our environmental sustainability efforts reflect our commitment to creating a better future and delivering optimism by bringing sustainable value to our customers, consumers, and the communities in which we operate. By reducing emissions, optimizing our packaging, managing our internal waste, and investing in innovative projects, we continue to hold ourselves accountable to Earning our Social License to Operate.

Darren White,
Vice President,
Business Strategy and Sustainability,
Coke Canada Bottling



Environmental Sustainability in Action: Our Progress & Impact

Energy and Emissions


We’ve cut our total direct and supplied energy emissions **by 13%**, as determined by the GHG Carbon Accounting Protocol. Overall, this represents an improvement of approximately **4% from 2023 to 2024**, achieved through strategic investments in projects that enhance the efficiency of our manufacturing, distribution, and fleet operations.

Manufacturing Emissions

 **2.5%**

Reduced by **2.5%** since 2019, with over **1%** of that progress achieved in 2024.*

Distribution Emissions

 **2.5%**

Reduced by **2.5%** since 2019, with approximately **0.3%** of that progress achieved in 2024.*

Fleet Emissions

 **8%**

Reduced by **8%** since 2019, with over **2%** of that progress achieved in 2024.*

*Calculated using the GHG Carbon Accounting Protocol

As part of our commitment to reduce our carbon emissions, we continue to invest in energy-efficient technologies. Our fleet now includes six electric tractors, 12 electric service vans, nine of which were purchased in 2024. In addition, we purchased our first electric shunt tractor for our largest facility, located in Brampton, Ontario.



To further cut our emissions, we have begun transitioning from CO₂ to nitrogen for some of our manufacturing processes which will allow us to **potentially eliminate 12,000 tonnes** of CO₂ per year once fully implemented. As of September 2024, we successfully transitioned one of our manufacturing lines in our Brampton facility to nitrogen. This milestone, achieved through careful planning, design, analysis, and early equipment management, marks a significant step in our goal to reduce our manufacturing CO₂ emissions.



Since 2021, we have continued to progress the electrification of our fleet, starting with the pilot of electric service vans and being the first Canadian food and beverage manufacturer to utilize electric long-haul tractors. We continue to invest in electrification, contributing to making our planet a better place.

Melanie Rioux,
General Manager, Montreal,
Coke Canada Bottling



Reduce, Reuse, Recycle ♻️

Since 2020, we have reduced new plastic use in our packaging, avoiding **over 4,300 metric tonnes of new plastic**. As of the end of 2024, all our 500 ml sparkling beverages now contain 2.5 g (11.9%) less plastic. This progress is driven by our stringent commitment to reducing the use of plastics in our bottles while maintaining quality and functionality.

↓ **4,300** metric tonnes of new plastic

We engage proactively across Canada to support the work of packaging recovery organizations to work towards the effective collection and recycling of our packaging. In Canada, we actively participate in **Deposit Return Systems** specifically for beverage containers in 8 provinces and 2 territories. In addition, we support blue box programs across the country that collect our secondary packaging (British Columbia, Alberta, Saskatchewan, Quebec, New Brunswick, and Nova Scotia) and those that collect all packaging where there is no Deposit Return System in place (Ontario and Manitoba).



As we work ‘together’ to have an impact, we’re partnering with customers to take action. In 2024, we collaborated with the **Toronto Zoo** to create **The Coca-Cola Sustainability Zone**. This zone includes interactive elements such as our Sustainability fun facts board, where visitors could vote for their favourite zoo animal by recycling their plastic bottles.

Responsible Water Use 💧

We are committed to the responsible use of water in our facilities and continuously seek efficiency improvements, particularly in manufacturing processes like equipment cleaning. In 2024, we invested in a water and energy information management system at our Brampton facility, which will allow us to more accurately monitor our water use and identify opportunities for water savings. Additionally, we continue to invest in water use efforts to meet industry-leading water use targets.



Every action in the Coca-Cola Sustainability Zone contributes to a more sustainable future, turning a simple zoo visit into a meaningful experience. Beyond the fun and learning, it’s important to recognize the role that manufacturers like Coke Canada play in reducing environmental impact while still providing quality products for you to enjoy. Coke Canada’s efforts to reduce plastic waste and improve recycling processes are crucial steps in creating a circular economy, where products are continuously recycled and reused.

Kyla Greenham,
Manager, Conservation
Programs & Environment,
Toronto Zoo



Our Commitment to Diversity, Equity and Inclusion



We’re working hard to grow and build a strong foundation for Diversity, Equity and Inclusion (DEI), embedding it into how we do business. Grounded in our belief that our humanity connects us all, our multi-year **DEI strategy, We Are Human** plays a critical role in our growth journey.

At Coke Canada, We Are Human

Our **We Are Human DEI Commitment** is a strategic enabler of our growth, embedding a DEI lens into all aspects of our business by collaborating with our suppliers, customers, community partners, and employees. It aims to ensure our diverse workforce is reflective of the communities in which we operate and that we are creating an inclusive environment where we all see, hear, and feel like we belong.

In 2024, we launched our first Coke Canada **Self-Identification Census** to inform our policies, programs, and initiatives.



Did You Know...

We are dedicated to embedding Diversity, Equity and Inclusion (DEI) into our business practices alongside our customers? In 2024, our Kingston team partnered with **Nations Finest Convenience** to participate in their Mohawk Language School BBQ. This event successfully raised and donated over \$500 to support the local school, strengthening their relationship through a shared cause.



Our focus on DEI is based on the idea that our humanity is the one thing we all share and what connects us with each other. We are all human and, at Coke Canada, we want everyone to see, hear, and feel like they belong. From the beginning of our DEI journey in 2020, we have been using the slogan ‘At Coke Canada, We Are Human’. This has become a part of our culture and who we are. That is why we have called our DEI Strategy ‘We Are Human’.

Stephen Satchel,
Chief People Officer,
Coke Canada Bottling



Putting DEI into Action: Our Progress & Impact

Together, We Are Shaping a More Inclusive and Equitable Future

As a part of our We Are Human strategy, we remain committed to our five key areas of focus and are proud to engage our employees and stakeholders in awareness, education, and training initiatives throughout the year.

Five Key Areas of Focus:

- Gender Equity
- Indigenous Peoples
- Members of Visible Minorities
- Persons with Disabilities (Accessibility)
- 2SLGBTQIA+



Embracing Diversity in Our Supply Chain

Our commitment to DEI extends beyond our walls. We’re making efforts to engage diverse and minority-owned businesses within our own supply chain. In 2024, we increased our spend with certified, diverse suppliers **by 13%**. Through our partnership with the **Canadian Aboriginal and Minority Supplier Council (CAMSC)**, we’re continuing to embed DEI into our business practices by sourcing products and services sustainably and responsibly.

Being a diverse supplier for Coke Canada means that we had equal access to sourcing opportunities to showcase our fresh perspectives, competitive value, and innovation. It’s about leveling the playing field in procurement, ensuring that talent, service, and value—not just legacy vendors—drive business growth and resilience. When procurement opens more doors, the best talent and service rise to the top, making the whole system stronger and more competitive. At its roots, it’s all about supply chains reflecting the diversity of our nation’s population and fostering long-term sustainable economic growth.

Andreea Crisan,
President and CEO,
ANDY Transport



Enabling Awareness, Education and Training of Our Employees

Black History Month:

We hosted a company-wide learning session to introduce equity in the context of Black History Month.

International Women’s Day (IWD):

We hosted a virtual panel event featuring Coke Canada women in leadership and held in-person forums across the country, facilitating opportunities for organic connection between women and allies.

“The big sentiment was let’s do more of this! More get-togethers and opportunities for women and their allies to network.”
Katy Glistner, IWD Facilitator, Coke Canada Bottling

National Day for Truth and Reconciliation:

We engaged the Legacy of Hope Foundation to host bilingual learning sessions and made a financial donation to support their mission.

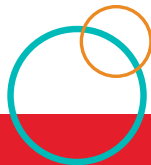
Supplier Partner Forum:

We hosted our Supplier Forum event in April, with a keynote speaker from the Canadian Aboriginal and Minority Supplier Council (CAMSC).

Pride Month & National Indigenous History Month:

The Coke Canada DEI Council held an interactive group session featuring a Canadian Centre for Diversity and Inclusion (CCDI) webinar.

We Are Proud Partners of



Milestones of Success:

Awards and Recognition of Our Impact

At Coke Canada, making our employees and stakeholders proud plays a pivotal role in Earning our Social License to Operate. We are proud to be recognized for our achievements through these 2024 industry awards:

Forbes Best Employers for Diversity in Canada

Named #2 in the Food, Soft beverage, Alcohol and Tobacco category and named #29 in the overall diversity category.

Forbes Best Employers

Awarded one of Canada’s Best Employers by Forbes Magazine for the 5th consecutive year.

Canadian Impact Convenience Store Awards

Awarded in the Sustainability category for the 2nd consecutive year and recognized in the Community Service/Local Impact/Giving Back category.

Local Chambers of Commerce Business Awards

Finalists in Richmond, Kelowna, and Barrie.





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Visit cokecanada.com and follow us on [LinkedIn](#) to learn more.
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