



## MEDIA RELEASE

### Coca-Cola Peninsula Beverages celebrates consolidation of companies

---

IMMEDIATE RELEASE

15 September 2016



*CAPTION: The new logo of Coca-Cola Peninsula Beverages (Pty) Ltd.*

*Peninsula Beverages, also known as PenBev, officially opened for business in 1940 with its first plant in Marine Drive, Paarden Eiland. Today, 76 years later, more than 1 300 employees work at the various depots and in the state-of-the-art manufacturing plants across the business.*

“We are pleased to announce the successful consolidation of the three companies under the Forbes Group - Peninsula Beverage Company (Pty) Limited, Worcester Minerals (Pty) Limited and Koelbly (Edms) Beperk – into one company under a new name. We have been legally registered as Coca-Cola Peninsula Beverages (Pty) Ltd and will henceforth carry the aforementioned name throughout our business operations,” says Priscilla Urquhart, Public Affairs and Communications Manager for Coca-Cola Peninsula Beverages.

This consolidation will benefit customers, optimise their network and commitment to excellence, and increase efficiency. “It was important to develop a new company name and logo that ensures a high degree of recognition among our employees as well as our customers and other stakeholders who have been with us on this journey under the previous companies. We have refreshed our logo to reflect who we are today and to symbolise our dynamic future. We are proud of our rich history, and that is why our new logo retains a core element like Table Mountain,” explains Urquhart.

Coca-Cola Peninsula Beverages distributes products of the Coca-Cola Company across the Western and Northern Cape. The company remains committed to producing and selling products in a responsible and sustainable way while continuing to invest in skills development and education to uplift communities.

“Customer service excellence and continuous improvement are important for us, and we look forward to embarking on this new chapter in the company’s history with our stakeholders,” concludes Urquhart.

For more information about Coca-Cola Peninsula Beverages, visit <http://www.peninsulabeverage.co.za/> or contact 021 936 5500. CCPB is also on Facebook <https://www.facebook.com/CocaColaPenBev/>.

###

Released by Reputation Matters  
Media contact:  
Amelia Pretorius  
081 435 2917  
[amelia@reputationmatters.co.za](mailto:amelia@reputationmatters.co.za)

**Note to editor:** Coca-Cola Peninsula Beverage Company (CCPB) is the local bottler and distributor of the products of the Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. CCPB has been operational for 76 years, having first opened for business in 1940. Their state of the art bottling facility is based in Parow Industria, with distribution centres in Athlone, Worcester and Koelbly. For more information visit [www.peninsulabeverage.co.za](http://www.peninsulabeverage.co.za) or contact 021 936 5500.