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MEDIA STORY

Coca-Cola Peninsula Beverages once again recognised as a Top Employer

Coca-Cola Peninsula Beverages (CCPB) has been recognised as a top employer for 2021 – having been awarded this prestigious accolade for eleven consecutive years.

This year, CCPB joins 221 companies across 32 African countries who have all been certified as Top Employers for outstanding HR strategies and people practices.

The Top Employers Institute programme awards the certificate based on people strategy, work environment, talent acquisition, learning, well-being, diversity and inclusion.

“As an organisation, this award embodies the importance of culture and the role leadership plays in ensuring we have a great and enduring culture,” says Bryn Morse, Culture and People Development Director at CCPB.

Morse believes that everyone within the company is a leader, either of themselves, others or both. “Having a clearly defined set of values and a purpose is essential and contributes towards having a great culture. At CCPB, a co-created purpose unites team members in striving towards a common goal – ultimately helping everyone understand the importance of the role they fulfil in the company irrespective of the position held.”

“Continuous improvement remains one of CCPB’s core values and has been in place for some time. The development of our team members throughout the organisation remains a top priority,” says Morse.

CCPB established a Leadership University in 2018 to further enhance the skills and development of team members. Attendance is open to all team members based on the belief that “everyone is a leader”.

The Covid-19 pandemic put companies to the test as many faced the challenge of being able to support their employees during the lockdown period – CCPB’s ethos of “People Are No.1” was the leading light in protecting its people, their jobs and keeping them safe from the virus at the workplace. This included implementing health and safety protocols and adopting policies which included adapting to working remotely, counselling and medical support through to adjusting to new operating processes.

“At CCPB, we put our team members first and we will continue to adapt to the ever-changing situation,” Morse adds.

“As a team, we always try to live out our purpose of refreshing the communities we serve, creating value and making a difference that matters. Having a shared purpose and working together towards the same goals enables us to provide quality customer service.”

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Notes to editor:

About Coca-Cola Peninsula Beverages

Coca-Cola Peninsula Beverages (CCPB) is the local bottler and distributor of the The Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, PowerPlay and Monster amongst others.

CCPB has been operational for 80 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.