

## PRESS RELEASE

# Arca Continental Inaugurates its Global Innovation Center for Snacks

- *New facility in Atlanta will conduct R&D on new flavors and products for Arca Continental's snacks businesses in the U.S., Mexico and Ecuador*



**Atlanta, GA, October 28, 2015.-** In order to conduct research and development for long-term innovations in its entire snacks division, Arca Continental today inaugurated its Global Innovation Center for Snacks in Atlanta, which will serve the Wise business in the U.S., Bokados in Mexico and Inalecsa in Ecuador.

A team of industry professionals spearhead this operation in search of new products, flavors, formulas and processes, aimed at excellence and continuous improvement in the quality, safety and advantages of the Company's food products, always seeking to get ahead of and satisfy the changing needs of consumers.

"We are very excited about what the opening of our Global Innovation Center means with respect to capturing the hearts of our consumers. This new center will help further our business by enabling each of our operating units to share development resources and best practices to explore new ways to delight consumers, while, as always, keeping the safety and quality of each product as our highest priorities", stated Alejandro Rodriguez, Arca Continental's Director of Complementary Businesses.

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“To lead the Innovation Center, we hired a seasoned expert in R&D, as part of a larger innovation initiative within Arca Continental to drive our snacks’ relevancy with consumers. This center will have a global reach to serve all the markets we currently serve and those we will serve in the future”, he added.

This new facility has different areas to test and develop processes, formulas and products, as well as to identify consumers’ opinions in a special testing area.

### About Arca Continental

Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador and Wise in the U.S. with an outstanding history spanning more than 85 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Within its Coca-Cola franchise territory, the Company serves over 83 million consumers in Northern and Western Mexico, Ecuador, Peru and Northern Argentina. The Company’s shares trade on the Mexican Stock Exchange under the ticker symbol "AC".

For more information on Arca Continental, please visit [www.arcacontal.com](http://www.arcacontal.com)