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Arca Continental named best Coca-Cola bottler in the USA

- The company, through its operational unit AC-CCSWB based in Texas, wins the Coca-Cola bottlers competition in the USA for the second consecutive year.
- Market Street Challenge is a challenge within the bottling system in the USA that evaluates performance criteria, including topline growth, capability building and a steadfast investment in its people and culture.

Monterrey, Mexico, March 27, 2025.- Arca Continental, one of the world's largest Coca-Cola bottlers, has been named the winner of Coca-Cola's "Market Street Challenge" in the United States for the third time, receiving this award for the second consecutive year. This challenge honors the bottler demonstrating the highest level of executional excellence across the U.S. Coca-Cola system.

Through its operational unit Arca Continental Coca-Cola Southwest Beverages (AC-CCSWB), the company was selected among the top bottlers in the USA based on rigorous performance criteria, including topline growth, capability building and a steadfast investment in its people and culture.

"Securing, for the third time the prestigious award of Coca-Cola North America Market Street Challenge, reaffirms our vision to be leaders in the markets we operate in, driven by our dedicated team members and our will to make a difference," said Arturo Gutiérrez Hernández, CEO of Arca Continental. "Coca-Cola Southwest Beverages' consistent performance over time exemplifies the power of a strategic blend of strong culture and shared principles."

Since its creation in 2017, AC-CCSWB has merged the best practices of the USA and Latin America, consolidating itself as a company in continuous profitable and sustainable growth, serving as a catalyst for positive change in its community. The victory in the "Market Street Challenge" highlights Arca Continental's commitment to creating and sharing value, laying the foundation for continued success in the coming years.

Jean Claude Tissot, president of AC-CCSWB, expressed his pride in the company's achievement. "This award is a testament to the dedication of our Frontline Heroes, whose unwavering commitment and hard work drive the very heart of our company's success. Their efforts embody the commitment to create and share value that defines Arca Continental legacy, and the results we achieve across our territory."

As the winner of the "Market Street Challenge" in the USA, AC-CCSWB will represent North America in the Candler Cup, the international Coca-Cola bottlers competition. This year, AC-CCSWB has also been recognized with the AC Cup of Arca Continental and as Monster Bottler of the Year for 2024. These prestigious recognitions reaffirm Arca Continental's commitment to excellence and its conviction to generate shared value in the Coca-Cola system and the markets where it operates.

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About Arca Continental

Arca Continental is a company engaged in the production, distribution and sale of beverages under the brands owned by The Coca-Cola Company, as well as salty snacks under the brands Bokados in Mexico, Inalecsa in Ecuador, and Wise in the United States. With an outstanding track record of more than 99 years, Arca Continental is the second largest Coca-Cola bottler in the Americas and one of the most important in the world. Through its Coca-Cola franchise, the company serves a population of more than 128 million in the northern and western regions of Mexico, as well as in Ecuador, Peru, the northern region of Argentina and the southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the symbol "AC".

Arca Continental serves as the local Coca-Cola bottler for Texas and parts of Oklahoma, New Mexico and Arkansas in the U.S. through its Coca-Cola Southwest Beverages (AC-CCSWB) business unit.

For more information about Arca Continental, please visit <https://www.arcacontal.com/en.aspx>

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