

FOR IMMEDIATE RELEASE

Alpha MOS successfully completes final sensory quality assurance system testing in Coca-Cola Bottling Co. Consolidated production facilities

--Innovative technology will taste-test beverages in production--

(Toulouse, France – Charlotte, North Carolina, USA – June 28, 2018) -- Alpha MOS, the leading manufacturer of electronic instruments for sensory analysis, announced today that they have successfully completed the final phase of testing on Coca-Cola beverages in Charlotte, North Carolina, using their Heracles QA Solution technology.

The objectives of the testing were to determine the ability and repeatability of the Heracles QA Solution to detect the presence of “off-flavors” used by Coke Consolidated for beverage Quality Assurance in the production facilities. The purpose of the testing is to demonstrate that the Heracles QA Solution meets and exceeds all the requirements of the Coca-Cola Manufacturing Sensory Program and is compliant with all Coca-Cola requirements for product quality and production, in terms of performance and production usability.

“The results and performances of our Heracles QA are in line with our expectations and above our customer expectations. This accomplishment represents the collective work completed by our teams in both France and North America, as well as considerable support of our client, Coca-Cola Bottling Co. Consolidated,” said Herve Martin, CEO of Alpha MOS.

“We are very pleased with the results achieved with the Alpha MOS solution,” said Cloeann Durham, Vice President, Quality Assurance at Coca-Cola Consolidated. “Our company has experienced significant growth over the last several years. This new, innovative technology will allow Coke Consolidated to more efficiently maintain and deliver the highest beverage quality standards to customers and consumers throughout our expanded franchise territory.”

“Sensory Analysis is a human panel test used by the Food and Beverage Industry to ensure that their products meet a high-quality standard. In this case, we are using lab instrumentation to determine if the beverage meets a certain taste profile, thus eliminating the potential for human error and the associated subjectivity of the results,” added Mr. Martin.

Alpha MOS, is a publicly traded company on the Paris stock exchange. The company specializes in sensory metrology and is the worldwide leader of smell, taste and visual industrial analysers. Created in 1993, Alpha MOS is headquartered in France and has subsidiaries in the United States and China. It has more than 1000 instruments installed worldwide for Food, Beverage and Packaging industries. Alpha MOS invests heavily in research & development to meet markets' expectations and develop innovative solutions in sensory analysis for the consumer market.

Coke Consolidated is the largest Coca-Cola bottler in the United States. The company’s Purpose is to honor God, serve others, pursue excellence and grow profitably. For more than 116 years, Coca-Cola Consolidated has been deeply committed to its consumers, customers, and communities. Coca-Cola Consolidated makes, sells, and delivers beverages of The Coca-Cola Company and other partner companies in more than 300 brands and flavors to 65 million consumers in territories spanning 14 states and the District of Columbia.

Headquartered in Charlotte, N.C., Coke Consolidated is traded on the NASDAQ under the symbol COKE. More information about the company is available at www.cokeconsolidated.com. Follow Coke Consolidated on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).