



FOUNDED BY FIREMEN

*The Coca-Cola Company*

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## **FIREHOUSE SUBS JOINS THE COCA-COLA FAMILY, SIGNING MULTI-YEAR BEVERAGE AGREEMENT**

JACKSONVILLE, Fla., Oct. 7, 2008 – Firehouse Subs<sup>®</sup>, one of the nation's fastest growing sandwich chains, today announced a multi-year beverage contract with The Coca-Cola Company<sup>®</sup>. Through Coca-Cola Foodservice and Hospitality, the division of Coca-Cola North America that serves the restaurant and foodservice industry, Firehouse Subs will serve Coke<sup>®</sup>, Coke Zero<sup>®</sup>, Diet Coke<sup>®</sup>, Sprite<sup>®</sup> and other popular Coca-Cola beverages on 10-valve fountain machines in all of its restaurants. The new drink offerings will complement Firehouse favorites such as the Hook & Ladder Sub<sup>®</sup> and New York Steamer Sub<sup>®</sup>.

"The Firehouse Subs and Coca-Cola brands both stand for quality, customer service and community," said Robin Sorensen, founder of Firehouse Subs. "We are proud to join the Coca-Cola family and offer our customers the best subs in the nation, complimented by the number-one beverage brands in the nation."

With the agreement comes a bottled beverage program that offers the customer a portable and resealable to-go option. It also includes an expansion of offerings such as vitaminwater<sup>®</sup> and Dasani<sup>®</sup> bottled water, as well as Coca-Cola's core soft drink line.

Firehouse Subs will proudly serve Coca-Cola's high-yield concentrated syrup for Coca-Cola, Diet Coke and Sprite. The syrup reduces bag-in-box solid waste disposal by more than 13,000 pounds per year for all of its restaurants. The high-yield also brings a similar reduction in the carbon footprint for production and transportation of the bag-in-box syrups.

"Firehouse Subs is such a great restaurant concept, and we're delighted to join the Firehouse team to help them make their business even better," said Chris Lowe, president of Coca-Cola FoodService. "We're especially impressed with Firehouse Subs' community service values and their commitment to public safety, backed by the Firehouse Subs Public Safety Foundation."

The announcement of Firehouse Subs' partnership with Coca-Cola happens alongside the Firehouse Subs Public Safety Foundation's Public Safety Campaign fundraiser. The Foundation is a 501 (c) (3) dedicated to improving the life-saving capabilities of emergency services in communities served by Firehouse Subs by providing funding, resources and support to public safety entities. Through Oct. 26, customers of Firehouse Subs will have the ability to give to its Foundation by purchasing \$1 or \$5 mobiles in all Firehouse Subs

locations. The Campaign coincides with National Fire Safety month to help build awareness for fire safety procedures.

Firehouse Subs' 340+ units will be converted to Coca-Cola fountain drinks by Oct. 10, and bottled beverages will be in restaurants by late November.

#### **About Firehouse Subs**

Firehouse Subs, founded in Jacksonville, Fla. by former firefighting brothers Robin and Chris Sorensen, is a 340+-unit fast-casual restaurant chain that specializes in hot subs. Firehouse Subs serves large portions of premium meats and cheeses, "steamed" hot and placed atop fresh produce on a toasted sub roll. Each restaurant offers a family-oriented dining atmosphere, complete with an authentic firefighter theme that celebrates local firefighting history, as well as the founding family's 200 years of firefighting service. Firehouse Subs is the "National Chain" winner of the National Restaurant Association's (NRA) Restaurant Neighbor Award for community service. Plans for expansion in 2008 are focused on the Northeast, Central, and Southwest regions of the country. For more information on Firehouse Subs, please visit [www.firehousesubs.com](http://www.firehousesubs.com). **(LINK TO EPK)**

#### **About Coca-Cola FoodService**

Coca-Cola North America is a unit of The Coca-Cola Company, the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees.

Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

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