

**America's
Flavor
Choice**

Nick A. Caporella
Chairman and
Chief Executive Officer

December 27, 2012

Dear *fizz* Holder:

Companies do not end up doing *good*
for their shareholders . . .

They *start* – with their commitment to the
shareholders – and make *good* on *IT!*

There is no greater *dignity* than that – which
produces the ‘honor’ to protect those –
whose faith . . . was so freely *entrusted!*

As I reflect on our past . . . the two statements made in
a letter dated February 14, 2011 are so genuine – that I truly
want to repeat them – again! This cash distribution is the
sixth since 2004 – with a cumulative total of \$8.66 per share!

Your Board and management team sincerely thank
you for your continuing loyalty. We ‘*all-ways*’ strive to
produce your best – in the refreshment of your ‘*Soul*’ and
surely the ‘*Joy*’ of your portfolio!

Connected by *Trust* – Yes!

Sincerely Yours,

