

COMMITTEE ON
ARMED SERVICES

COMMITTEE ON
FOREIGN RELATIONS

COMMITTEE ON
THE BUDGET

COMMITTEE ON
HEALTH, EDUCATION, LABOR,
AND PENSIONS

United States Senate

WASHINGTON, DC 20510-4607

December 13, 2022

Mr. James Quincey
Chief Executive Officer
The Coca-Cola Company
1 Coca-Cola Plaza
Atlanta, Georgia 30313

Dear Mr. Quincey,

I am writing today to bring attention to the efforts of thousands of Virginians attempting to restart production of Northern Neck Ginger Ale.¹ I urge the Coca-Cola Company to find a way to once again make this beloved beverage available to Virginians.

Northern Neck Ginger Ale was first produced in 1926 when Arthur Carver developed its unique family recipe and opened a franchise of the Coca-Cola Bottling Company in Montross, Virginia. The soft drink's sharp, real ginger flavor instantly garnered widespread popularity and turned Northern Neck Ginger Ale into a regional icon. The Carver family owned and operated its bottling company in Montross for three generations until the Coca-Cola Company purchased the recipe in 2001 and moved production to the Richmond suburb of Sandston. Due to the aluminum shortage in the early months of the pandemic, the Coca-Cola Company temporarily ceased production of Northern Neck Ginger Ale in July 2020. Three months later, the Coca-Cola Company discontinued Northern Neck Ginger Ale, citing a "global portfolio refresh."

Virginians take pride in the businesses that call the Commonwealth home. Even today, Northern Neck Ginger Ale remains beloved across the region for its distinct flavor and the fond memories it invokes. The discontinuation of Northern Neck Ginger Ale has been met with an outpouring of support for the soft drink, and thousands of Virginians have signed petitions urging your company to reconsider its decision or to sell the formula to another bottling company.²

I urge the Coca-Cola Company to work to find a way to continue the production and sale of Northern Neck Ginger Ale in the region, whether it is restarting production, selling the brand to another company interested in producing it, or working with local stakeholders to find a producer able to license and distribute the brand regionally. I appreciate your attention to this issue.

¹ Burrell, Richard. "Save Northern Neck Ginger Ale group asks Westmoreland for support." *News on the Neck*. November 23, 2022. Available at https://www.newsontheneck.com/news/save-northern-neck-ginger-ale-group-asks-westmoreland-for-support/article_9e177f52-6b7d-11ed-b086-433d37dc14e2.html.

² Kelly, LaWanda. "Keep NNK ginger ale in production." *Change.org*. 2020. Available at <https://www.change.org/p/coca-cola-keep-nnk-ginger-ale-in-production>; Johnson, Stephanie. "Save Northern Neck Ginger Ale." *Facebook*. November 15, 2018. Available at <https://www.facebook.com/groups/323026978512548/>.

Sincerely,

A handwritten signature in blue ink, appearing to read 'TK / L.' with a stylized flourish at the end.

Tim Kaine
United States Senator