



## American Bottling Company

To handle the flow of new products gained through acquisition, the nation's largest independent soft drinks bottler expanded its distribution capacity — adding a scalable new facility that made its delivery system pop.

### The Challenge

Shortly after American Bottling Company merged with another soft-drink bottler that added several new brands to its popular line of carbonated beverage products, the company turned to First Industrial Realty Trust to build a high-volume distribution facility in an important mid-Atlantic market.

### Our Approach

Having previously developed a distribution center for the company in the Midwest — namely, in St. Paul, Minn. — the First Industrial team was familiar with American Bottling's unique requirements and understood that the new 70,000 sf. regional facility in Pittsburgh would need to be specially equipped to handle distribution of the company's expanded product line.

So in addition to building a 100,000 sf. expansion option into the facility to accommodate growth, First Industrial configured the structure to accelerate product flow, reduce lead times and increase throughput to key customers, supermarkets and retail outlets in Pennsylvania and adjoining states.

### The Outcome

In a consolidating industry in which operational enhancements are crucial to winning regional market share, American Bottling Company has gained a competitive edge by expanding and modernizing distribution facilities — in the process dynamically improving its product delivery system.

Development  
Acquisition  
→ **Multi-Market**  
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