

**ROBERT J. WITTMAN**

1ST DISTRICT, VIRGINIA



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December 19, 2022

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

Dear Mr. Quincey:

Today, I write to you regarding the production of Northern Neck Ginger Ale. The efforts of thousands of Virginians to restart production of the iconic Northern Neck Ginger Ale shows how important the beverage is to the region and the Commonwealth of Virginia. I strongly urge the Coca-Cola Company to make this cherished Northern Neck beverage available to Virginians.

Northern Neck Ginger Ale was first produced in 1926 when Arthur Carver cultivated its unique family recipe and opened a Coca-Cola Bottling Company franchise in my hometown of Montross, Virginia. The ginger ale quickly gained widespread notoriety and due to its quality product, became a regional staple. In 2001, Coca-Cola purchased the recipe and moved production to the Richmond suburbs. In July 2020, at the height of the COVID-19 Pandemic, the Coca-Cola Company temporarily ceased production of Northern Neck Ginger Ale and later that year the company discontinued Northern Neck Ginger Ale.

My constituents on the Northern Neck take immense pride in this iconic beverage. Northern Neck Ginger Ale remains a beloved product across this unique and treasured region of the Commonwealth. Coca-Cola Company's decision to discontinue Northern Neck Ginger Ale has been met with a great outpouring of support for the restart of production of Northern Neck Ginger Ale, even a petition with thousands of Virginians has been circulating urging Coca-Cola to rescind the decision of sell the formula.

I strongly urge the Coca-Cola Company to find a way to continue the production and sale of Northern Neck Ginger Ale. Moreover, I urge you to work with local Northern Neck residents and stakeholders to find a way to return this classic beverage to the people of the Northern Neck of Virginia. Thank you for your consideration to this issue.

Sincerely,

A handwritten signature in blue ink, reading "Robert J. Wittman". The signature is written in a cursive style with a prominent horizontal line across the top of the name.

Robert J. Wittman  
Member of Congress