



CASE STUDY

The Coca-Cola Company

THE CHALLENGE

When the world's largest beverage company needed to construct a new manufacturing and distribution facility near its main syrup plant in Atlanta, Georgia, the company turned to Bob Burdell with Reliant Real Estate Partners, LLC.

OUR APPROACH

Mindful of Atlanta, Georgia based Coca-Cola Company's desire to purchase or lease a facility within a five-mile radius of its main syrup plant, our specialized Tenant Representation and Build-to-Suit team immediately went to work, developing a project scope, identifying existing buildings and available land sites in the West Atlanta industrial submarket. A thorough financial analysis for each alternative was completed and dozens of variables were taken into consideration. The strict logistical and security requirements added to the complexity of the transaction and ultimately resulted in the elimination of all existing buildings.

THE OUTCOME

After conducting a thorough market search, Coca-Cola determined that there were no existing facilities in the market to meet the requirement for a state of the art freezer/cooler distribution facility. After an extensive lease vs. own analysis, our team was able to negotiate a 175,000 square foot, build-to-suit lease at a below market rate for a ten-year lease term.

Founded in 1886, The Coca-Cola Company is the world's largest beverage company.

Founded in 2013 by Adam Richards, Tyler Fann and Bob Burdell, Reliant Real Estate Partners' principals have 40+ years of combined experience in the Atlanta commercial real estate industry, having been involved in all aspects of real estate ownership, brokerage, development and property management. Since 2000, Our team has been involved in more than 20 million square feet of real estate transactions totaling over \$1 billion.



TRANSACTION HIGHLIGHTS

- Client: The Coca-Cola Company
NYSE: KO
- Manufacturing & Distribution Facility
- Build-to-Suit
- Austell, Georgia (Metropolitan Atlanta)
- 175,000 Square Feet

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