

Rounding out Reyes Holdings' portfolio are Reyes Coca-Cola Bottling and Reyes Beverage Group, both of which have seen substantial revenue contributions and growth over the past five years. Reyes Coca-Cola Bottling, originally established in 2015 as Great Lakes Coca-Cola Bottling, has rapidly expanded its territories across the Midwest and the West Coast, driven by acquisitions of additional Coca-Cola bottling operations. These moves have deepened the company's presence in key regional markets, bolstering Reyes Holdings' broader revenue. Reyes Coca-Cola Bottling's success is not limited to sales volume; it also stands out for its commitment to brand building, digital order tracking, and alignment with The Coca-Cola Company's sustainability goals, like water stewardship and recycling initiatives. Meanwhile, Reyes Beverage Group remains the largest beer distributor in the United States, supplying thousands of beverage varieties—from domestic mainstays to emerging craft beers—to retailers and on-premise establishments nationwide. Responsible for a significant portion of Reyes Holdings' revenue, this division has played a pivotal role in driving the company's financial growth, with targeted acquisitions of local distributors and strong relationships with major breweries fueling consistent, year-over-year gains. Collectively, these operations illustrate the Reyes brothers' strategic balancing act: leveraging each division's expertise and market influence to sustain corporate growth, while maintaining the family's deeply ingrained values of integrity, community, and partnership.