

Mission and Values

At CCA our business is about refreshing, energising and nourishing people all day, every day. Through this we will achieve our vision of being the leading Australasian beverage and food business. As we grow and develop our business towards this vision there are a number of key areas in which we need to excel.

Employer of Choice:

We attract and retain passionate, engaged, high performing and highly capable people.

Supplier of Choice Every Time:

We create value for our customers and for ourselves through:

- Strong relationships
- Tailored products and services
- Outstanding service

Brand Leaders:

We have a selective portfolio of must-stock brands that excite consumers.

Owner Mindset:

We actively manage our profitability through:

- Innovation
- Waste avoidance
- Bulletproof processes
- Maximising value from suppliers
- Revenue management

Responsible Member of the Community:

We are a good corporate citizen and strive to maintain sustainable practices in our workplaces, our environment, our market place and our communities.

Excelling in each of these areas will enable us to continue to delight our consumers and our customers and in the process deliver superior returns to our shareholders.

Critical to our success are our people. To help guide the day to day actions of our management and our employees we have developed a number of principles which reflect how we believe our business should be run. These principles are embodied in our values which define what is important to CCA and help to define the uniqueness of CCA as an organisation. They are summarised below:

People: Developing people, recognising performance and enjoying what we do.

Customers: Winning for our customers and for ourselves.

Passion: Passion to act, take responsibility and succeed.

Innovation: Always finding a better way.

Excellence: Doing a great job every time.

Citizenship: Doing the right thing by the Company, the community and each other.