

PRESS RELEASE



TRUST TERRITORY OF THE PACIFIC ISLANDS

Office of the High Commissioner

Saipan, Mariana Islands

96950

Micronesia

RELEASE: 128-66

COCA COLA TO OPEN BOTTLING PLANT ON SAIPAN

Truk

Saipan, Mariana Islands, Trust Territory of the Pacific Islands, Aug. 17 . . . Additional employment opportunities and lower prices on soft drinks will become available to Micronesians when the Coca Cola Bottling Company of Micronesia, Inc., opens its plant on Saipan late this year.

Ponape

The Company, which is chartered under the laws of the Trust Territory, will manufacture, bottle, and store all types of soft drinks, including Coca Cola, Tab, and the Fanta line. The plant will be housed in a U-shaped 11,200-foot elephant quonset located north of Charlie Dock. The building and land has been leased from the Trust Territory for a period of 5 years. Initial investment in the plant will exceed \$50,000. Machinery and equipment for processing is scheduled to arrive in the next two weeks.

Marshalls

Yap

Palau

According to Carlos Taitano, President of the Company, the Micronesian plant will sell to wholesalers only and will not attempt to enter the retail market. Initially the company will install eleven vending machines at various locations in Saipan, including the

MORE

COPY LBJ LIBRAR

airport, stores, the district administration, and Trust Territory Headquarters. Profits from these machines will go to the owner of the premises.

Fifteen Micronesians will be employed at the plant. They will be trained on Guam in the various technical aspects of the bottling process.

Coca Cola products will be shipped from Saipan throughout the Trust Territory.

#

PIO/2148