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The Coca Cola Company Partners with DiRōNA

Coca Cola to Support 20th Annual Reunion and Educational Conference

Louisville, KY (July 9, 2010) – Distinguished Restaurants of North America (DiRōNA) has secured a partnership with The Coca Cola Company, Inc. to support the 2010 annual reunion and conference, *Celebrating the Art of Culinary Excellence*, as a Diamond Partner.

The conference is the 20th such event in DiRōNA's history. It is designed to support and connect independent restaurateurs who have been recognized for providing exceptional dining experiences in North America. The conference will be held at The Fairmont Royal York Hotel in Toronto, Canada between Sunday, September 19 and Wednesday, September 22, 2010.

Highlights of the conference include educational seminars, culinary demonstrations and a gala reception celebrating the organization's two-decade legacy of promoting excellence in dining.

"Since Distinguished Restaurants of North America's inception, Coca Cola has recognized the importance of an association promoting independent, distinguished restaurateurs throughout the North American continent," noted DiRōNA Chairman William L. Hyde, Jr. "Coca Cola's continued commitment has been the foundation of a partnership that today makes it possible for the celebration of DiRōNA's 20th anniversary. Thank you, Coca Cola."

"For two decades, DiRōNA has acted as the benchmark of excellence within the fine dining world," said Carlton Curtis, Vice President of Industry Affairs for Coca-Cola Foodservice & On-Premise. "This year's reunion and conference are all about honoring the staffers and restaurateurs who have made fine-dining better. Coca-Cola Foodservice believes in supporting those who support the industry. We couldn't miss this celebration."

More information on *Celebrating the Art of Culinary Excellence* is online at www.dirona.com.

The Distinguished Restaurants of North America is a non-profit organization that, by recognizing excellence, seeks to promote distinguished dining throughout the United States, Canada and Mexico. The organization was founded in 1990 with a mission to serve as the authority for recognizing and promoting excellence in dining.

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