



FOR IMMEDIATE RELEASE:

Jan. 22, 2026

Contact: Eliza Keasler
(601) 842-2050
ekeasler@buffalorock.com

Buffalo Rock Celebrates Grand Opening of New Santa Rosa Campus

New facility brings expanded operations and investment to Santa Rosa County

MILTON, Fla. – Buffalo Rock Company celebrated the grand opening of its new Santa Rosa Campus, a 352,800 square-foot facility designed to support growing customer demand across the Gulf region. Local leaders, business partners and community members joined Buffalo Rock leadership and the Santa Rosa County Chamber of Commerce to mark the milestone, followed by guided tours of the 47-acre campus.

“This campus represents a monumental phase in Buffalo Rock’s long-term growth strategy and a major step forward for our Gulf Coast operations,” said Wayne Wisdom, senior vice president – chief business operations officer of Buffalo Rock. “By choosing Santa Rosa County, we’ve built a facility that allows us to serve our customers faster, operate more efficiently and position our company for continued growth. This investment reflects our commitment to building best-in-class infrastructure and investing in the communities where we do business.”

Located off I-10 in the Northwest Florida Industrial Park, Buffalo Rock’s Santa Rosa Campus includes 312,800 square feet of distribution space and 40,000 square feet of office space. The facility will distribute products to the Dothan, Mobile, Panama City and Pensacola franchise sales centers, serving customers across the Gulf Coast.

Buffalo Rock’s new campus will create 150-200 new jobs and relocate 200 positions. The company offers roles and wages above the current area average and is actively hiring to support operations.

“This is exactly the kind of project we work every day to bring to Santa Rosa County,” said Colten Wright, chairman of the Santa Rosa Board of County Commissioners. “Buffalo Rock’s investment strengthens our industrial base, brings high-quality jobs to our community and reinforces our reputation as a premier destination for growing companies.”

The campus features advanced automation, expanded warehouse capacity and a more efficient logistics footprint designed to support Buffalo Rock’s rapidly growing portfolio.

“This new facility allows us to deliver top-level execution and legendary service to our customers while providing our Employee-Partners with an industry-leading environment to operate and thrive,” said Trent Davidson, regional vice president of the Gulf region. “Every detail of this campus was built with safety, employee experience and technology in mind to support long-term growth.”

County Commissioner Kerry Smith (District 2) praised the project's impact on the local economy and workforce.

"Buffalo Rock's decision to locate in Santa Rosa County is a major win for our community," Smith said. "This campus brings significant investment, strong jobs and long-term economic growth to our region. We're proud to welcome Buffalo Rock and look forward to seeing their continued success here."

Construction on the Santa Rosa Campus began in September 2023 as part of Buffalo Rock's ongoing, companywide infrastructure initiative designed to support the company's expanding portfolio and long-term growth strategy. Over the past five years, Buffalo Rock has added 1,300,000 square feet and invested \$230 million in facilities across its footprint to better serve its customers and Employee-Partners.

About Buffalo Rock Company

Buffalo Rock Company is the nation's largest single family-owned Pepsi and Dr Pepper bottler. The company employs more than 2,100 Employee-Partners who serve seven million consumers throughout Alabama, western Georgia and the Florida Panhandle. The fourth-generation, family-owned company has been in business for 125 years and continues to evolve its operations and brand portfolio to meet the needs of the ever-changing beverage consumer. For more information, visit www.buffalorock.com.