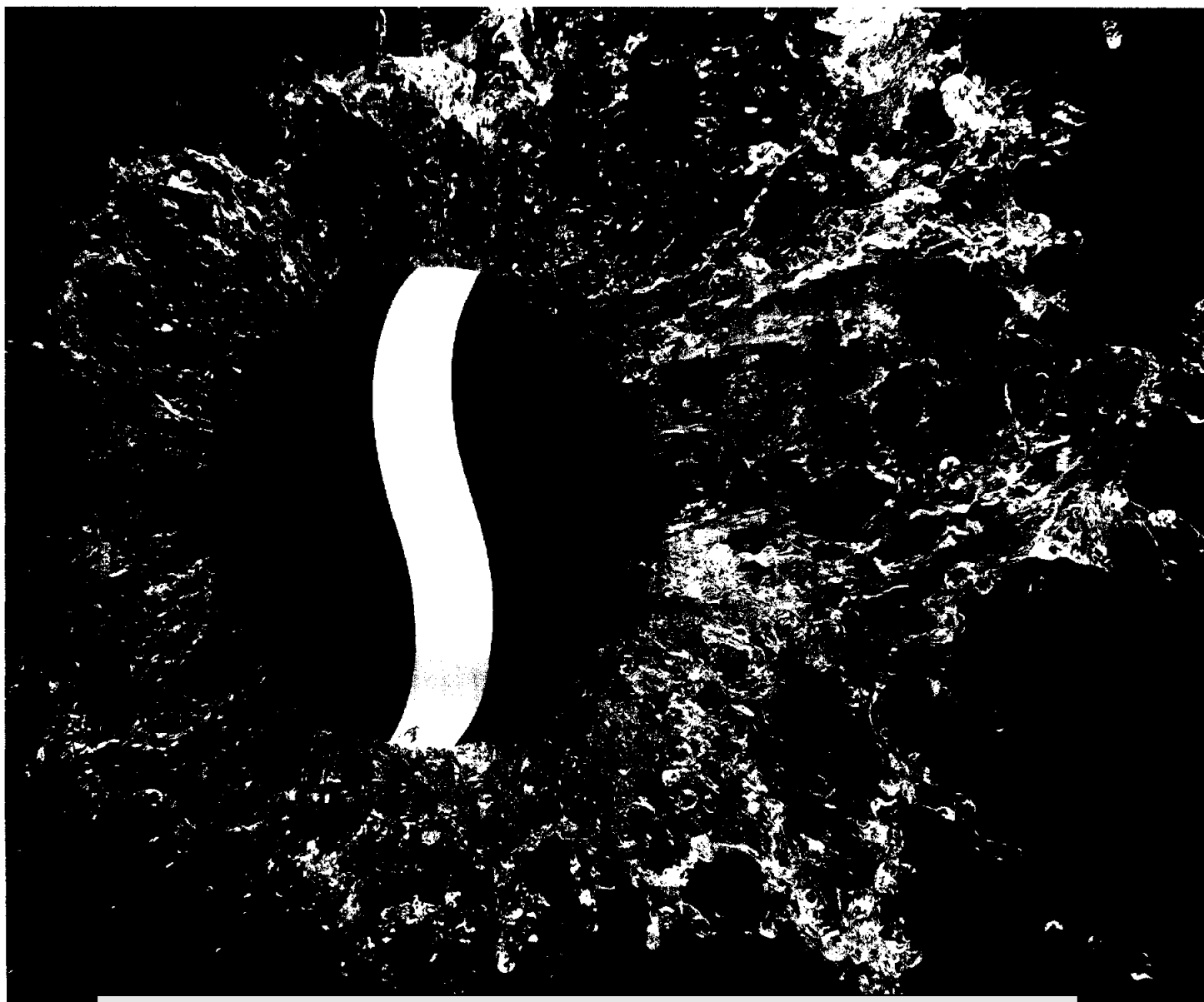


Pepsi-Cola is *right* **THE CHOICE**

# DECEMBER 2002 Partnership Proposal

CITY OF FORT  
COLLINS

BID #5753



## The Opportunity

The Pepsi Bottling Group wants to help you grow your business!!! At the Pepsi Bottling Group, we take pride in:

- Offering you the beverage products that Colorado consumers demand
- Providing timely product delivery and efficient service
- Putting You, the Customer, first
- Working with you as a business Partner, not just as a supplier

## The Solution - Overview

Pepsi-Cola will build your business' sales and profits by exceeding expectations!



### ⊖ Market Share

Pepsi-Cola products dominate the Colorado single serve category



### ⊖ Product Delivery

Pepsi-Cola provides one-stop-delivery with syrup, CO<sup>2</sup>, bottle & can products, and cups



### ⊖ Equipment

Pepsi-Cola uses only state-of-the-art equipment installed and serviced by our own service technicians, and personalized to your needs

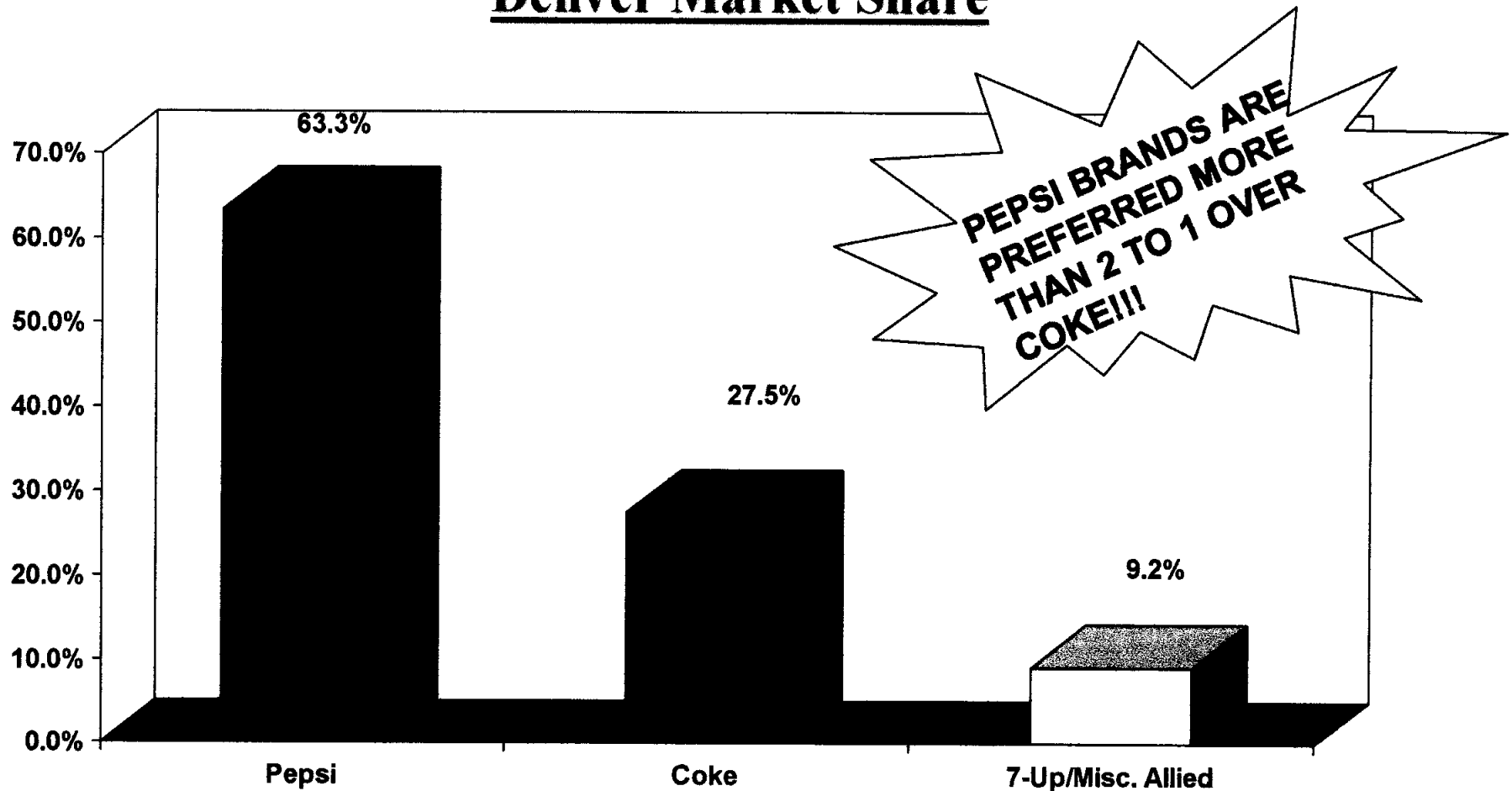


### ⊖ Account Management

Your Key Account Manager works with your business to build sales and profits through marketing programs designed to fit your specific needs

# The Solution - Market Share

## The Power of Pepsi Brands Denver Market Share



AC NEILSON DATA YTD / 12/17/2002 C&G SHARE



THE PEPSI BOTTLING GROUP

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# The Solution - Pepsi Partners

Your business can be a Prestige Pepsi Partner along with these listed below!

<u>Prestige</u>	<u>Dry</u>	<u>Restaurants/Bars</u>	<u>Restaurants/Bars</u>	<u>Athletic/Recreation Facilities</u>
Arapahoe Park	Aurora Mall	A&W Restaurants	Old Chicago	24-hour Fitness
Bandimere Speedway	Babies R Us	Amici's Restaurant	Papa Murphy's	Apex Center
Boondocks	Crossroads Mall	Angie's Italian Rest.	Pinata's Mexican Rest.	Boulder County Fairgrounds
City of Greeley	Gart Brothers	Baskin Robbins	Pitchers Restaurant	Broomfield Parks & Rec
City of Westminster	Hollywood Video	Beau Jo's	Pizza Hut	Castle Pines Golf Club
Colorado Cinemas	Kinko's	Breckenridge Brewery	Prestto Grill	Cherry Creek Athletic Club
Colorado Convention Center	Office Depot	Bucca Di Beppo	Pumphouse Brewery	Colorado Athletic Club
Colorado National Speedway	Park Meadows Mall	Buku Bowl	Red Robin	Curves for Women
Colorado Ocean Journey	Petsmart	Chevy's	Rio Grande Mexican Rest.	Executive Tans
Denver Coliseum	Sam Goody/Musicland	Chop House	Rock Bottom Brewery	Gymnastics Unlimited
Denver Zoo	Showtime Video	Chubby's Original	Rodizio Grill	Hyland Hills Sports Complex
Fat City	Toys R Us	Croc's	Sambucca Jazz	Hyland Hills Water World
Fiddler's Green	Cherry Creek Mall	Dairy Queen	Subway	Ice Center at the Promenade
Isle of Capri Casino		Dixon's	Taco Bell	Lakewood Athletic Club
Lakeside Amusement	<u>Schools</u>	Good Times	Tokyo Joe's	Longmont Athletic Club
Mann Theatres	Colorado State Univ.	Hard Rock Cafe	Wahoo's Fish Tacos	Mademoiselle Spa
Marriott Hotels	Denver Public Schools	Jackson's All American	Walnut Brewery	Mile High Karate
Mile High Kennel	Denver University	KFC	Woody's Woodfire Pizza	North Jeffco Recreation Facilities
National Western	Jeffco Public Schools	Lodo's	Yoshi's	S Suburban Recreation Facilities
Pepsi Center	University of Colorado	Mattie's		Skate City
Red Rocks Amphitheatre	University of No. Colo.			Vans Skate Park
Rocky Mountain Speedway				YMCA
Six Flags Elitch Gardens				
Water World				
		<u>Ski Areas</u>		
		Beaver Creek	Keystone	Steamboat
		Breckenridge	Silver Creek	Vail
		Eldora		Winter Park
		Loveland		

# The Solution - Colorado's Leading Brands

Serve these Pepsi-Cola brands and watch the profits grow!

## Carbonated



## Non-Carbonated





THE PEPSI BOTTLING GROUP

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## The Solution - Pepsi's Brix Advantage

There is a profit story to tell regarding the brix ratio differences with Pepsi versus Coke. At first glance, it looks confusing and insignificant. The simple truth is you get more finished product out of box of Pepsi-Cola and therefore, you make more money.

Pepsi's brix ratio across the board is 5 to 1 (5 parts water to 1 part syrup). Coke's ranges from 4.5 to 1 to 5.25 to 1. When you calculate through the following model, keep in mind that generally speaking, 80% of retail sales are in regular/sugared drinks (non-diet).



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# The Solution - Brix Advantage (sample account)

Customer Name:	Lazy Dog Bar & Grill and High Tide Bar & Grill		
Customer Address:	Boulder/Denver/Aurora		
No. of boxes per month:	72	Total gallons per year:	4320
Sugared Gallons per year:	3426	Sugared boxes per year:	691.2
Diet Gallons per year:	664	Diet boxes per year:	172.8

<u>Sugared Products</u>		PEPSI	<u>Diet Products</u>	
X	691.2 Boxes of syrup		X	172.8 Boxes of syrup
	3,840 Ounces per box			3,840 Ounces per box
	2,654,208 Finished ounces			663,552 Finished ounces
Divided by	11 Equal amt. ice & syrup		Divided by	11 Equal amt. ice & syrup
	241,292 Drinks			60,323 Drinks
X	\$1.95 Retail		X	\$1.95 Retail
	<b>\$470,518.69 Revenue</b>			<b>\$117,629.67 Revenue</b>
<b>Total Revenue earned from PEPSI →</b>		<b>\$588,148.36</b>		

<u>Sugared Products</u>		Coke	<u>Diet Products</u>	
X	691.2 Boxes of syrup		X	172.8 Boxes of syrup
	3,680 Ounces per box			4,000 Ounces per box
	2,543,616 Finished ounces			691,200 Finished ounces
Divided by	11 Equal amt. ice & syrup		Divided by	11 Equal amt. ice & syrup
	231,238 Drinks			62,836 Drinks
X	\$1.95 Retail		X	\$1.95 Retail
	<b>\$450,913.75 Revenue</b>			<b>\$122,530.91 Revenue</b>
<b>Total Revenue earned from Coke →</b>		<b>\$573,444.65</b>		

## PEPSI ADVANTAGE

**\$14,703.71**





**LOCAL NATIONAL ACCOUNT FOUNTAIN PRICING  
2003**

<u>FLAVORS</u>	<u>1-GALLON</u>	<u>5-GALLON</u>
Pepsi-Cola	\$8.03	\$40.15
Diet Pepsi	\$8.03	\$40.15
Mountain Dew	\$8.03	\$40.15
Mountain Dew Code Red	\$8.03	\$40.15
Dr Pepper	\$9.03	\$45.15
Diet Dr Pepper	\$9.03	\$45.15
 <b><u>Caffeine Free Products</u></b>		
Mug Root Beer	\$8.03	\$40.15
Sierra Mist	\$8.03	\$40.15
Orange Slice	\$8.03	\$40.15
Lipton Lemonade	\$9.03	\$45.15
Fruit Works Fruit Punch	\$9.68	\$48.40
 <b><u>Non-Carbonated</u></b>		
Lipton Iced Tea	\$8.03	\$40.15
Lipton Raspberry Iced Tea	\$8.03	\$40.15
Lipton Pink Lemonade	\$9.03	\$45.15
Lipton Lemonade	\$9.03	\$45.15
Orange Slice	\$8.03	\$40.15
Fruit Works Fruit Punch	\$9.68	\$48.40
 <b><u>Mixers</u></b>		
Ginger Ale	\$9.03	\$45.15
Tonic	\$9.03	\$45.15
Sweet N Sour	\$9.03	\$45.15
 <b><u>Citrus Hill Juices*</u></b>		
	<u>1-Gallon</u>	<u>3-Gallon</u>
Orange 100%	\$22.07	\$66.21
Cranberry	\$19.74	\$59.22
Grapefruit	\$19.74	\$59.22
Apple 100%	\$22.07	\$66.21

b

### Single Channel Pricing

Effective December 29, 2002

Brand	Package	#/Case	Wholesale Price	Platinum Price	Price/Unit
<b>Carbonated Soft Drinks</b>	12oz Cans	4/6 packs	\$ 9.80	\$ 7.30	\$ 1.83
	12oz Cans	2/12 packs	\$ 9.80	\$ 7.30	\$ 3.65
	20oz plastic	24	\$ 21.40	\$ 15.50	\$ 0.65
	1L plastic	12	\$ 13.20	\$ 13.20	\$ 1.10
	2L plastic	8	\$ 9.20	\$ 9.20	\$ 1.15
<b>Aquafina</b>	20oz plastic	24	\$ 21.40	\$ 10.20	\$ 0.43
	1L plastic	12	\$ 13.20	\$ 11.00	\$ 0.92
	1.5L plastic	12	\$ 15.50	\$ 13.60	\$ 1.13
<b>Aquafina Essentials</b>	20oz plastic	12	\$ 13.20	\$ 11.40	\$ 0.95
<b>SoBe</b>	20oz Glass	12	\$ 12.40	\$ 12.40	\$ 1.03
	20oz Plastic Sport Cap	12	\$ 12.95	\$ 12.95	\$ 1.08
	16oz Love Bus Brew	12	\$ 11.60	\$ 11.60	\$ 0.97
<b>Energy Drinks</b>	8.4oz Can Mt Dew AMP	24	\$ 32.00	\$ 32.00	\$ 1.33
	8.3 oz cans Adrenaline Rush	24	\$ 32.00	\$ 32.00	\$ 1.33
<b>AllSport</b>	20oz plastic	24	\$ 21.40	\$ 15.50	\$ 0.65
	1L plastic	12	\$ 9.96	\$ 9.96	\$ 0.83
<b>Dole</b>	16oz plastic	12	\$ 11.50	\$ 8.65	\$ 0.72
	10oz Glass Smoothers	12	\$ 11.50	\$ 11.50	\$ 0.96
<b>Lipton</b>	16oz glass	12	\$ 11.50	\$ 8.30	\$ 0.69
<b>Fruit Works</b>	20oz plastic	24	\$ 21.40	\$ 15.50	\$ 0.65
<b>Frappuccino</b>	9.5oz Glass	24	\$ 22.80	\$ 21.50	\$ 0.90
	6.5oz can (Doubleshot)	24	\$ 32.00	\$ 32.00	\$ 1.33

Industrial/Office  
Recreation/Amusement  
Hotel/Motel

Hospital/Health Care  
Movie Theatre  
Gaming

Travel Services

Mixed Platinum

## Equipment

### Epic center

Pepsi will provide fountain units as needed at the Epic Center at no cost.

Pepsi will provide coolers as needed at no cost

### City Park

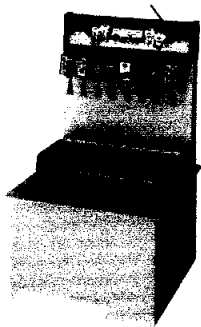
Pepsi will provide fountain units as needed at City Park at no cost

Pepsi will provide coolers as needed at City Park at no cost

## The Details - Equipment

Pepsi will waive rental fees and provide equipment to your business at **NO CHARGE**. Equipment remains the property of Pepsi-Cola and must be used exclusively to carry Pepsi-Cola products.

Equipment needs will be mutually agreed upon by you and your Pepsi representative. Loaned equipment options could include: fountain drop-ins, bar guns and visi-coolers.



## The Details - Service Repair

- **Pepsi-Cola realizes that profits are of high priority to both your business and Pepsi-Cola. Profits to be made from this equipment can only be maximized if the equipment is well-stocked and in working order. Pepsi's Repair Specialists' jobs are to keep our equipment in working order. Pepsi guarantees *24 hour response time* on calls made to our Customer Service Center.**
- **There is not a second opportunity to sell a Pepsi fountain drink if equipment is out of order during business hours or a special event. Pepsi has long been known for its ability to respond immediately to equipment service needs.**
- **Call our local number 1-800-903-4352 should you need equipment to be repaired.**

## The Details - Fountain Equipment Guidelines

### Water System

- ⊕ A 1/2" or 3/8" dedicated copper supply line, with a separate water shutoff. This should be within 10 feet of the carbonator. The shutoff end should have a 3/8" O.D. compression fitting.
- ⊕ There needs to be a minimum of 40 psi at 120 gallons per hour per carbonator and a maximum of 75 psi for incoming water pressure.

### Drains

- ⊕ An approved 3" or larger floor drain located within 10 feet of the soft drink dispenser. A floor sink is preferable, however, a 3/4" PVC drain is acceptable. Be aware that there cannot be a direct connection between sewage systems and drains originating from equipment in which food or utensils are placed. This includes ice. It is acceptable in most areas to install a drain from an ice bin with a standard vertical air gap (2 times the diameter of the drain pipe) between it and the floor drain.

### Electrical

- ⊕ Use a separate 110 volt outlet (need both sockets) within 6 feet of unit.

### Counter

- ⊕ 6" diameter holes for product lines cut in floors, walls, ceilings or counters where appropriate.

### Other

- ⊕ 30 1/2" counter depth

## The Details - Fountain Equipment Guidelines

### Bag-In-Box System

⇒ **CO2 Dimensions**

20 lb 30" H x 10" D

50 lb 60" H x 10" D

⇒ **Box Dimensions**

8" x 12" W x 16" L (add 6" to front for couplers and allow an additional 1" around box for servicing)

⇒ **Stand Dimensions**

32" W x 20" D

Height of stand is determined by number of boxes

2 BIBS - 21" H (+6" legs)

4 BIBS - 32" H (+6" legs)

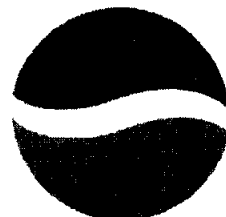
6 BIBS - 46" H (+6" legs)

8 BIBS - 58" H (+6" legs)

10 BIBS - 70" H (+6" legs)

Success is...

Establishing a long-term partnership that will have an immediate impact to your business' bottom line! This will be achieved by providing the best products, novel marketing ideas, and the most efficient service in Colorado!





## Next Steps

Join the growing Pepsi family NOW!!! Below is your Pepsi sales team whose purpose is to help meet your business' beverage and profitability needs:

New Business Sales Representative	Barb Hofer	970-378-2329
Territory Sales Manager	Jason Moss	970-378-2325
On-Premise Sales Manager	Pat Quintana	303-299-4747
Customer Service	Product Needs	1-800-550-5331
	Equipment Repair	1-800-903-4352

