

Beverage Services Proposal



presented: March 2022



Gillette
pepsi®



Our MISSION: To be the best supplier of refreshing beverages...period.



Pepsi-Cola Bottling Company of La Crosse
1900 West Avenue South
P.O. Box 998, La Crosse, WI 54062-0998
608-785-0450
Incorporated January 1, 1937



Our MISSION: To be the best supplier of refreshing beverages...period.

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Our MISSION:

To be the best supplier of refreshing beverages...period.

Our VISION:

To invest in our employees, customers and our communities by supplying the beverages that people love.

Our VALUES:

We act with respect, kindness and humility

We are collaborative and team focused

We expect and appreciate hard work

We have the courage to change



Pepsi-Cola of La Crosse values the partnership that has been developed with the La Crosse Center over the past 42 years. Continuing this partnership can only preserve the excellent relationship that has been developed between our two organizations.

The management of Pepsi-Cola of La Crosse and Gillette Pepsi-Cola Companies fully support this partnership. It is our responsibility to ensure that all phases of an agreement reached with the La Crosse Center are executed in their entirety.

This proposal is a competitive bid to continue our long-standing relationship with the La Crosse Center. We would appreciate the privilege of serving Pepsi-Cola products at the La Crosse Center for an additional five years.

Kevin Nedvidek
Business Development Representative
Pepsi-Cola of La Crosse

Marge Kelley
On-Premise Sales Manager
Gillette Pepsi-Cola



Pepsi-Cola of La Crosse is a local, independent Pepsi-Cola franchise owned by the Gillette/Vinger family. Our parent company, Gillette Pepsi-Cola Companies, includes divisions in La Crosse, Wisconsin; Decorah, Iowa and Rochester and Mankato, Minnesota. Pepsi-Cola of La Crosse and Gillette Pepsi-Cola Companies have a history of excellent credit and credible business practices. We have been providing refreshing beverages to the La Crosse area for over 82 years.

We distribute over 800 items and are the largest direct wholesale supplier of beverages in Western Wisconsin/Southern Minnesota with a market share of 68%. With today's changing consumer tastes and alternative beverage expansion, it's no longer just about carbonated soft drinks...our diversified portfolio and continuous innovation offer the products that consumers demand.

Gillette Pepsi-Cola Companies is a completely integrated company with a secure computer network that maintains up to the minute data sharing among its facilities. Our full service sales and accounting software is accurate and secure. Each vendor account is monitored for sales and product inventory and all cash receipts are secured throughout the delivery process.

Pepsi-Cola of La Crosse has an in-house large format print department which is capable of producing photo quality advertising materials for custom banners, signs and vendor fronts to promote La Crosse Center events.

Pepsi-Cola of La Crosse has energy-efficient equipment for use in all beverage opportunities and will repair this equipment at no charge to the La Crosse Center. We utilize a rapid response repair service system that operates seven days a week. All equipment is prominently tagged with a Repair Hotline toll-free number to call for service. Our facility is equipped with our own electronics department to maintain and repair electronic vending components. Pepsi-Cola of La Crosse is a leader in the soft drink industry and we pride ourselves on our service record.

Pepsi-Cola of La Crosse, WI Economic Contribution

LA-CROSSE
CENTER

Pepsi-Cola of La Crosse is a Major Contributor to the Local Economy.



Pepsi-Cola of La Crosse distributes some of the most popular non-alcoholic beverages in the world. From products in your local restaurants, grocery, and convenience stores to our support of local community initiatives, our presence is felt across the region.



Pepsi-Cola of La Crosse is a division of Gillette Pepsi-Cola Companies founded in 1937 by Norman Gillette, Sr.

Pepsi-Cola of La Crosse together with Wis-Pak provide the distribution, servicing, and production of iconic products:



MAKING AN ECONOMIC IMPACT

With **\$8.3 million** in wages Pepsi-Cola of La Crosse and Wis-Pak provide many stable employment opportunities. The companies also contribute over **\$189,000** in local real estate taxes annually.



BENEFITING LOCAL BUSINESS

Pepsi-Cola of La Crosse supports over **1,900** business sectors and their employees in grocery stores, retail stores, restaurants, convenience stores, colleges, universities, and schools.



SUPPORTING LOCAL COMMUNITIES

Pepsi-Cola of La Crosse and Wis-Pak generously contribute monetary and product donations.

LOCALLY OWNED

LOCALLY PRODUCED

LOCALLY CONNECTED

Gillette Pepsi-Cola Companies Economic Contribution

LA-CROSSE
CENTER



Founded in 1937 by Norman Gillette, Sr., Gillette Pepsi-Cola Companies distribute some of the most popular non-alcoholic beverages in the world. From products in your local restaurants, grocery, and convenience stores to our support of local community initiatives, our presence is felt across the region. We play an important role in the communities we are located in by providing well paying jobs, paying significant tax dollars to local, state, and federal government and making generous charitable contributions.

Gillette Pepsi-Cola Companies together with Wis-Pak of La Crosse and Wis-Pak of Mankato MN provides the distribution, servicing, and production of iconic products:



519 = JOBS



MAKING AN ECONOMIC IMPACT

With **\$21.0 million** in wages Gillette Pepsi-Cola Companies, Wis-Pak of Mankato, and Wis-Pak of La Crosse provides stable employment. The companies also contribute over **\$537,000** in local real estate taxes annually.



BENEFITING LOCAL BUSINESS

Gillette Pepsi-Cola Companies support over **6,165** business sectors and their employees in grocery stores, retail stores, restaurants, convenience stores, colleges, universities, and schools.



SUPPORTING LOCAL COMMUNITIES

Gillette Pepsi-Cola Companies, Wis-Pak of Mankato, and Wis-Pak of La Crosse generously contribute in monetary and product donations.

LOCALLY OWNED

LOCALLY PRODUCED

LOCALLY CONNECTED

Qualifications of Vendor

Pepsi-Cola of La Crosse is fully qualified to service La Crosse Center for all of its beverage needs. We are a full service beverage company with employees trained to address all delivery and service requirements set forth in this proposal.

We have over 82 years in the beverage industry with vending a key role in the development of our business. Our vending service department is fully qualified to make all repairs to our equipment and has periodic continued training provided by our equipment suppliers.

All of our employees, including our delivery drivers and merchandisers are subject to background checks before being offered employment and are subject to ongoing driving record checks to ensure driver safety and reliability. We continually upgrade our delivery and sales fleet to ensure employee and public safety and to provide a visible, positive company image.

Pepsi-Cola of La Crosse is committed to offering the best products and equipment sold, delivered and maintained by the safest, most reliable and most competent staff the industry has to offer.



Customer Resources

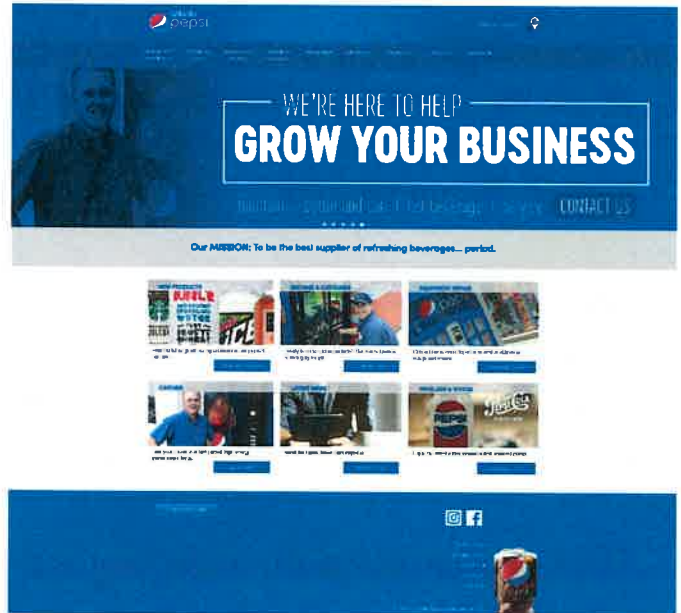
gillettepepsicola.com

LA-CROSSE
CENTER

Gillette Pepsi-Cola Companies has developed a website to provide useful and exciting information to our customers and consumers.

As a customer, you will find:

- current consumer promotions
- up-to-date product offerings by geographic area
- new product information
- customer resources including rapid response service information and phone number, new customer forms and menu logos
- Gillette and beverage industry news
- a complete listing of contact information



CUSTOMER WEB PORTAL



1
Increase
Efficiency

2
Self-Service
Bill Payment

3
Real-time
Customer Service



order through your
personal Gillette
Pepsi representative

“Rapid Response” Service

Gillette Pepsi-Cola Companies has developed and utilizes a RAPID RESPONSE service system that operates seven days a week. Each piece of equipment has a REPAIR HOTLINE tag with a toll-free phone number to call for repairs.

The La Crosse vending manager has Eight phone dispatched trained technicians who work Monday thru Friday 8 to 4:30 with on call repair service to 9 PM daily. Weekend on call hours 8 A.M. to 9 P.M.

PEPSI REPAIR HOTLINE

PLEASE CALL:

1-877-606-4311

REFER TO THIS EQUIPMENT
NUMBER WHEN CALLING



La Crosse Center service calls will receive top priority. Pepsi-Cola of La Crosse is committed to providing you with the highest level of service. For after-hours Emergency Repairs Pepsi-Cola of La Crosse can respond to emergency repairs within four hours of notification by utilizing our Rapid Response Equipment Service Program.

PEPSI'S GOLD STANDARD SERVICE

- One centralized service number
- Service completed by trained Pepsi-Cola bottler technicians
- Pepsi has never limited service to the La Crosse Center and will continue to offer service as required. We are committed to providing the level of service needed to create a consistent quality beverage.



**Gillette Pepsi-Cola Service Department
rated #1 in the United States by PepsiCo**

#1

- Rapid Response time to location
- Equipment fixed right the first time

Quality of Equipment and Service

Pepsi-Cola of La Crosse will provide all soft drink beverage equipment needed and service and maintain this equipment at no charge including:

- glass-door visi-coolers
- glass front vendors
- ten-select vendors
- portable merchandisers
- counter-top and drop-in fountain equipment
- portable bars



CARBONATED SOFT DRINKS (CSD)



NON-CARBONATED BEVERAGES



WATER

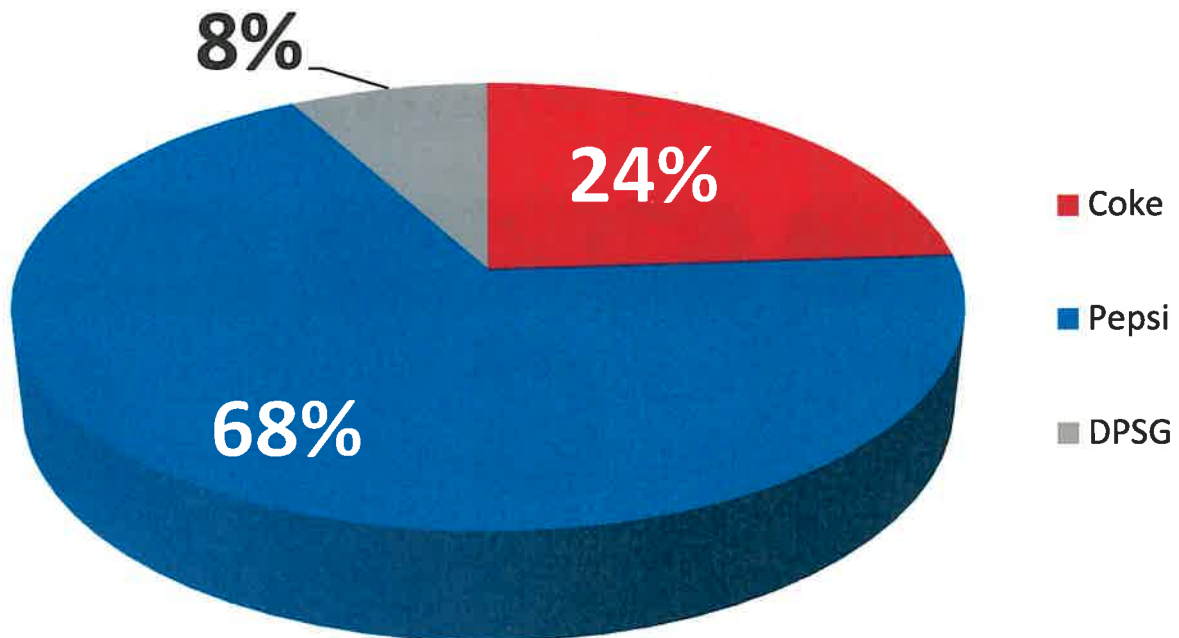


ENERGY



Pepsi-Cola of La Crosse Market Share

LA-CROSSE
CENTER



Gillette Pepsi-Cola Companies is able to provide the La Crosse Center with soft drinks, vending and cooling equipment, promotional materials and marketing ideas. We are a company that is committed to providing the best quality of product and service to our customers.

This attention to service has helped to grow our market share in the region to 68%. Choosing a soft drink provider with this level of market share ensures that your customers are able to purchase the products that they desire. This in turn will provide revenue growth for the La Crosse Center.

Gillette Pepsi-Cola Companies is a local company with an ongoing commitment to their communities, and is an ideal partner for the La Crosse Center.

BRANDS THAT HAVE NO SUBSTITUTE WHEN IT COMES TO CONSUMER CHOICE

MTN DEW



#1 Flavor Carbonated Soft Drink

#1 Single Serve Carbonated Soft Drink C&G Nationally

Loyal Brand Following

**NO
SUBSTITUTE**

GATORADE



#1 Sports Drink with 75% share

#2 Global Sports Brand

No HFCS

60+ NCAA D1 Sidelines

Most Major League Sports teams use Gatorade

**NO
SUBSTITUTE**

STARBUCKS



#1 RTD Coffee Brand

Category leader with 98% Share

Top 12 LRB in Growth Innovation to drive sales

**NO
SUBSTITUTE**



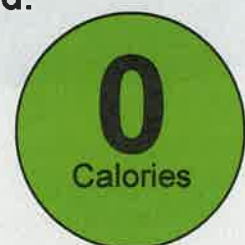
Mtn Dew is the **#1** selling carbonated soft drink in all territories serviced by Gillette Pepsi-Cola Companies.

In convenience stores, the Mountain Dew 20oz bottle alone outsells Coca-Cola's entire product portfolio!



Better for You

Diet Mtn Dew is the fastest growing major CSD brand.





Gatorade is the #1 selling isotonic sports drink in the world! (75% MARKET SHARE)

The drink that changed the game. Backed by science, Gatorade Thirst Quencher hydrates better than water which is why it's been trusted by some of the world's best athletes for over 40 years. Contains no HFCS.

Now available in zero sugar flavors.



THAT STARBUCKS® COFFEE FEELING
MADE READY

Starbucks is the **#1**
selling coffee!
(98% MARKET SHARE)



Double digit growth year
over year and the brand
continues to innovate
with new products and
flavors.





Lipton is the **#1** ready-to-drink iced tea!

Tea is the fastest growing category for liquid refreshment beverages.





**Hydration
portfolio to meet
all consumer
needs!**

Sparkling water,
enhanced flavored
and enhanced
drinking water



Kid Friendly Options

Vitamin enriched,
10oz bottle, low and
zero calorie, made
with real sugar,
5 delicious flavors



COMMITMENT TO RECYCLING

Bins and communication materials to support recycling efforts:

- Infrastructure support with recycling bins
- Communication to keep top of mind
- Programs to help increase recycling rates



CUSTOM INDOOR BANNERS:

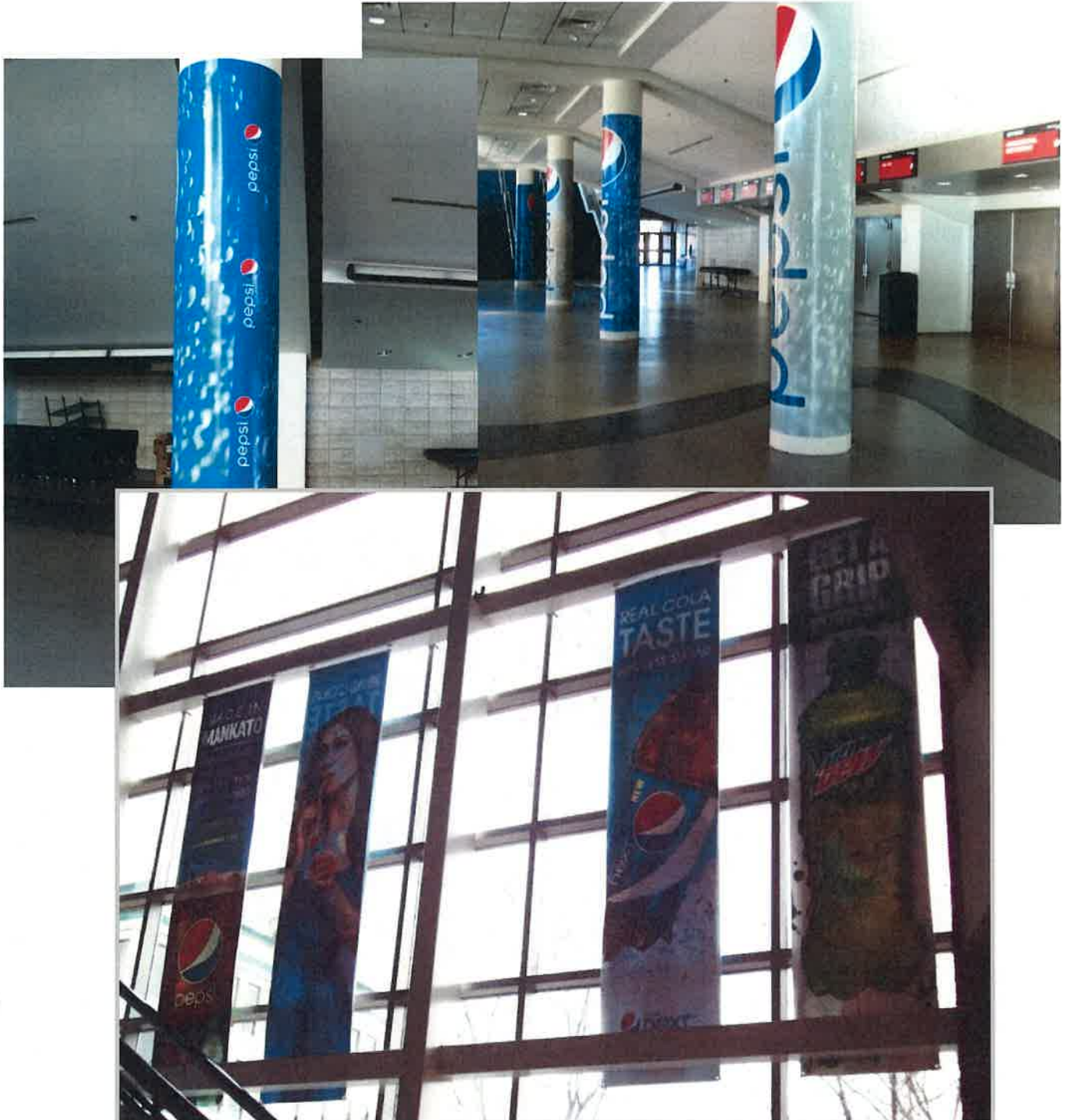
Pepsi-Cola of La Crosse will custom design (or use your artwork) and print indoor banners as mutually agreed to with the La Crosse Center to communicate your events or promotions. Banners can be printed up to 36 inches tall by 10 feet long. Pepsi will design and print fifteen (15) banners per year to be displayed indoors.



Example of custom indoor banners :



Example of custom indoor banners and wraps:



Custom Signage:

Pepsi-Cola of La Crosse will custom design (or use existing artwork) to print indoor wraps as mutually agreed to with the La Crosse Center to highlight beverage areas.

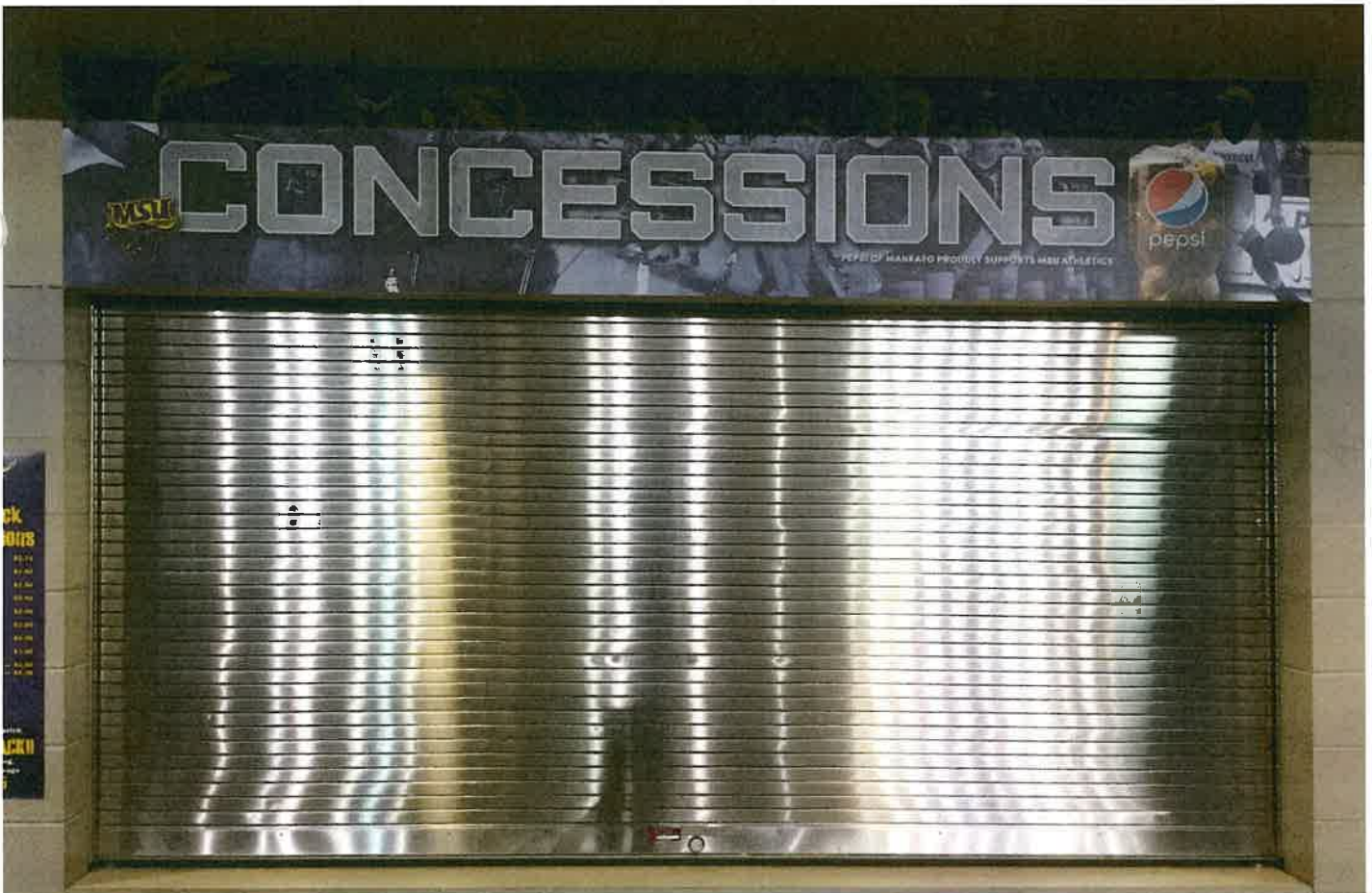
Example of beverage area, could be used for wall area in the La Crosse Center.



Custom Signage:

Pepsi-Cola of La Crosse will custom design (or use existing artwork) to print indoor wraps as mutually agreed to with the La Crosse Center to highlight beverage areas.

Example of Arena concession stand marketing:



RETAIL CROSS PROMOTION LA CROSSE CENTER TICKET OFFER

Custom artwork can be placed in retail markets throughout Gillette Pepsi-Cola of La Crosse territory. This will allow the La Crosse Center to market events to specific targets.



HAIRBALL

Friday, January 21
at LA-CROSSE
CENTER

Tickets on sale at
TICKETMASTER.COM

Radio/Social Media Promotions

Promotional advertising as mutually agreed upon to promote La Crosse Center events.

Example of boosted ticket giveaway for MSU hockey tickets: this post reached about 10,000 local Mankato fans in 9 days



Gillette Pepsi-Cola Companies
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🎉 SUITE TICKET GIVEAWAY! 🎉
Win a Suite Spot for the Game!


Watch Mavs Hockey from the PEPSI SUITE (directly above the student section) for St Thomas vs. MSU Mavericks Hockey on Thursday, November 18th


Score 10 TICKETS and enjoy FREE snacks and ice cold Pepsi products!

For your chance to win tell us which 10 friends you're taking to the game in the comments below.


The winner's comment will be randomly selected on 11/5/21. Pepsi is a proud supporter of Minnesota State Mankato Mavericks!

#MavFam #GillettePepsiGiveaway See less

Like Reply Time 10w Edited

April Hornemann
Perfect way to share hockey with friends that have never been.
Like Reply Hide 10w


Amanda Jackowell
This would be great! I'd bring my kiddos, nephew, my parents, and find some more hockey loving friends!


Piia Huson
That would be cool 🍷🎉 I would bring bunch of my boys' hockey teammates to the game.
Like Reply Hide 10w Edited


Lacey Becker
I would take my family and friends that I also call my family for a much needed outing 💙💛 #GoMavs

Custom Water Program

**LA-CROSSE
CENTER**



Pepsi will provide Klarbrunn Drinking Water 20 oz. bottles customized with the La Crosse Center logo or artwork printed directly on the label.

\$9.00 per 24 count 20oz case

Pricing is guaranteed from May 1, 2022– Dec 31, 2022

LA-CROSSE
CENTER

FOUNTAIN PRODUCT PRICING

5 Gallon Bag-In-Box
Fountain Products \$ 57.96
(\$11.59 / gallon)

Pepsi
Diet Pepsi
Mountain Dew

3 Gallon Bag-In-Box
Fountain Products \$34.78
(\$11.59 / gallon)

Pepsi
Diet Pepsi
Caffeine Free Diet Pepsi
Wild Cherry Pepsi
Mountain Dew
Diet Mountain Dew
Sierra Mist
Sunkist Orange
Lipton Tea Unsweetened
Lipton Tea Sweet
Lipton Tea Raspberry
Gatorade Fruit Punch
Gatorade Lemon Lime
Gatorade Orange
Tropicana Fruit Punch
Tropicana Lemonade
Tropicana Pink Lemonade
Mug Root Beer
Vita Ice Orange
Kickstart Orange
Kickstart Black Cherry
Lipton Iced Tea Liquid Concentrate

Premix
Fountain Products \$ 18.55

Pepsi
Diet Pepsi
Sierra Mist
Mountain Dew
Root Beer
Club Soda

CO2 Free



Carbonated Soft Drinks

12oz. can – 24/case \$9.16

Pepsi
Pepsi with Real Sugar
Caffeine Free Pepsi
Diet Pepsi
Caffeine Free Diet Pepsi
Pepsi Zero
Wild Cherry Pepsi
Diet Wild Cherry Pepsi
Mountain Dew
Mountain Dew Throwback
Caffeine Free Mountain Dew
Diet Mountain Dew
Caffeine Free Diet Mtn Dew
Mountain Dew Code Red
Diet Mountain Dew Code Red
Mountain Dew Whiteout
Mountain Dew Voltage
Sierra Mist
Sierra Mist Zero
Sunkist Orange
Sunkist Orange Zero
Sunkist Strawberry
Sunkist Grape
Mug Root Beer
Mug Root Beer Zero
Squirt
Squirt Zero
Ruby Red Squirt
Schweppes Ginger Ale

Water

Aquafina Drinking Water
20oz. PET – 24/case \$9.00

Aquafina Drinking Water
12oz. PET – 24/case \$8.40

20oz. PET – 24/case \$22.03

Pepsi
Pepsi with Real Sugar
Diet Pepsi
Caffeine Free Diet Pepsi
Pepsi Zero
Wild Cherry Pepsi
Wild Cherry Pepsi Zero
Sierra Mist
Sierra Mist Zero
Mountain Dew
Mountain Dew Zero
Diet Mountain Dew
Caffeine Free Diet Mtn Dew
Mountain Dew Code Red
Mountain Dew Code Red Zero
Mountain Dew Whiteout
Mountain Dew Voltage
Sunkist Orange
Sunkist Orange Zero
Mug Root Beer
Squirt
Tampico Citrus Punch
Brisk Tea with Lemon

Lipton Iced Tea

20oz. PET - 24/case \$22.03

Diet Green Tea with Citrus
Green Tea with Citrus
Black Tea with Lemon
Black Tea with Peach

Mtn Dew Kickstart

16oz. can – 12/case \$14.03

Orange
Fruit Punch
Pineapple Orange
Black Cherry
Grape

Gatorade

20oz. PET – 24/case \$27.07

Lemon Lime
Fruit Punch
Orange
Cool Blue
Fierce Grape
Frost Glacier Freeze
Glacier Cherry
Grape Zero
Fruit Punch Zero

Juice

15.2oz. PET – 24/case \$15.24

100% Orange
100% Apple
Cranberry Cocktail
Cran Grape

Partnership Support

Providing Options to support
your facility



Our MISSION: To be the best supplier of refreshing beverages...period.

Signing Bonus

Upon the signing exclusive Soft Drink and Water pouring rights agreement, Pepsi-Cola will provide a signing bonus of **\$15,000**.

We are providing two proposals:

Proposal 1: Fountain drinks and bottle/can in concession stands and portable bars.

Proposal 2: Concessions and portable bars converted to bottle/can packages.
(pre-mix remains an option for portable bars)

These proposals are made with our understanding of the needs of the La Crosse Center and the best opportunity for funding support. Areas of concern to the La Crosse Center not addressed can be discussed with adjustments made to mutual benefit.

FUNDING FOR EXCLUSIVE RIGHTS

Gillette Pepsi-Cola of La Crosse is pleased to be able to continue their financial support of the La Crosse Center.

Proposal 1:

With both soft drink and water agreements awarded to Pepsi-Cola of La Crosse, an annual payment of **\$25,000** will be made to the La Crosse Center.

These guaranteed funds of **\$125,000** over the term of this agreement can be used at the discretion of the La Crosse Center.

Proposal 2:

With both soft drink and water agreements awarded to Pepsi-Cola of La Crosse, an annual payment of **\$35,000** will be made to the La Crosse Center.

These guaranteed funds of **\$175,000** over the term of this agreement can be used at the discretion of the La Crosse Center.

Total

Proposal 1: \$125,000

Proposal 2: \$175,000

Bonus Incentive Rebate

Proposal 1:

Pepsi-Cola of La Crosse will pay a \$5 per case rebate on carbonated 20oz soft drinks on sales for each case sold above the annual base amount of 600 cases.

Bonus would be paid at end of calendar year

Proposal 2:

Pepsi-Cola of La Crosse will pay a \$5 per case rebate on carbonated 20oz soft drinks on sales for each case sold above the annual base amount of 1,900 cases.

Bonus would be paid at end of calendar year

**Summary of VALUE for exclusive rights
including water**

5 Year Value	Proposal 1:	Proposal 2:
Custom Signage	\$100,000	\$100,000
Custom Water Program	\$40,000	\$40,000
Marketing & Advertising	\$400,000	\$400,000
Equipment & Service Value	\$320,000	\$320,000
Signing Bonus	\$15,000	\$15,000
Cash Contributions	\$125,000	\$175,000

Total

Proposal 1: \$1,000,000
Proposal 2: \$1,050,000

This summary does not illustrate estimated profit from beverage sales or bonus incentive rebate.

**THANK
YOU**



Our MISSION: To be the best supplier of refreshing beverages...period.