

# PEPSI-COLA OF LA CROSSE RESPONSE

## LA CROSSE CENTER REQUEST FOR PROPOSALS FOR SOFT DRINK CONTRACT

March 10, 2022

### OVERVIEW

#### 1. COST OF POST-MIX

List Brands --- Please state price per gallon

<b>BRAND</b>	<b>PRICE PER GALLON</b>
<i>Pepsi</i>	\$11.59
<i>Diet Pepsi</i>	\$11.59
<i>Mtn Dew</i>	\$11.59
<i>Diet Mtn Dew</i>	\$11.59
<i>Tropicana Pink Lemonade</i>	\$11.59
<i>Sierra Mist</i>	\$11.59
<i>Mug Root Beer</i>	\$11.59

How long will the quote prices remain in effect?

Prices will remain in effect through April 30, 2023

Will the La Crosse Center receive cost at or below national pricing?

Yes, La Crosse Center will receive cost at or below national pricing.

## 2. COST OF PRE-MIX

List Brands --- Please state price per gallon

**i**

<b>BRAND</b>	<b>PRICE PER GALLON</b>
<i>Pepsi</i>	\$3.71
<i>Diet Pepsi</i>	\$3.71
<i>Mtn Dew</i>	\$3.71
<i>Sierra Mist</i>	\$3.71
<i>Root Beer</i>	\$3.71

Will the La Crosse Center receive cost at or below national pricing?

Yes, La Crosse Center will receive cost at or below national pricing.

## 3. COST OF BOTTLES AND CANS

**i**

### BOTTLES

<b>BRAND</b>	<b>PRICE/UNIT</b> Indicate Size of Bottles	<b>CASE PRICE</b> Based on 24 units
<i>Pepsi</i>	20oz	\$22.03
<i>Diet Pepsi</i>	20oz	\$22.03
<i>Mtn Dew</i>	20oz	\$22.03
<i>Diet Mtn Dew</i>	20oz	\$22.03
<i>Sierra Mist</i>	20oz	\$22.03
<i>Mug</i>	20oz	\$22.03

**i CANS**

<b>BRAND</b>	<b>PRICE/UNIT</b> Indicate size of cans	<b>CASE PRICE</b> Based on 24 units
<i>Pepsi</i>	12oz	\$9.16
<i>Diet Pepsi</i>	12oz	\$9.16
<i>Mtn Dew</i>	12oz	\$9.16
<i>Diet Mtn Dew</i>	12oz	\$9.16
<i>Sierra Mist</i>	12oz	\$9.16
<i>Mug</i>	12oz	\$9.16

**4. JUICES**



<b>BRAND</b>	<b>PRICE/UNIT</b> Indicate size of containers	<b>CASE PRICE</b> Based on 24 units
<i>Dole Orange</i>	15.2oz	\$30.48
<i>Dole Apple</i>	15.2oz	\$30.48
<i>Ocean Spray</i>	15.2oz	\$30.48
<i>Ocean Spray Cran Cocktail</i>	15.2oz	\$30.48

Will the La Crosse Center receive cost at or below national pricing?

Yes, La Crosse Center will receive cost at or below national pricing.

## 5. ENERGY DRINKS



<b>BRAND</b>	<b>PRICE/UNIT</b> Indicate size of containers	<b>CASE PRICE</b> Based on 24 units
<i>Rockstar</i>	16oz cans	\$45.42
<i>Mtn Dew Energy</i>	16oz cans	\$45.42

## 6. COST OF CUPS

- State price per case
- State price per cup
- State number of cups per case

<b>SIZE OF CUP</b>	<b>NUMBER OF CUPS/CASE</b>	<b>PRICE PER CASE</b>	<b>PRICE PER CUP</b>
22 Ounces	1200/case	\$103.35	\$0.086
32 Ounces	480/case	\$ 53.00	\$0.11

## 7. COST OF CO2

Cost per tank: FREE

Size of Tank: 20 lbs

Comments or additions to Item #7

Pepsi-Cola of La Crosse will provide 20 lbs CO2 tanks at no cost to the La Crosse Center.

## 8. EQUIPMENT

Please list all equipment and any cost of equipment to be provided to the La Crosse Center.

Pepsi-Cola of La Crosse will provide the minimum required equipment below and additional equipment as needed and mutually agreed upon.

- 10 Portable bars
- 2 universals
- Fountain Dispensers (ice bins, etc.) for 9 concession stands
- Four (4) coin operated bottle vending machines at no charge on wheels plus one for front of La Crosse Center
- 5 – two door coolers on wheels
- Vending machine for cans for employee breakroom
- 6 small coolers for concession stands

## 9. REPAIRS

Would you agree to all repairs, replacement and maintenance of equipment at no charge to the La Crosse Center?

Pepsi-Cola of La Crosse will provide at no charge to the La Crosse Center all repairs, replacement and maintenance of equipment.

## 10. ADVERTISING AND PROMOTIONS

If awarded the contract for the La Crosse Center would you agree to an advertising and/or naming rights package?

Pepsi-Cola of La Crosse will include mutually agreed upon Marketing and Advertising strategies at no additional cost to the La Crosse Center. Please see examples in attached proposal.

Please describe any additional promotional support or equipment support you maybe willing to or able to provide?

Pepsi-Cola of La Crosse will provide promotional and equipment support. Please see attached proposal.

## 11. ADDITIONAL COSTS

Have we omitted anything that would be an additional cost to the La Crosse Center in this proposal?

No omission is apparent. If an omission is identified at a later date, Pepsi-Cola of La Crosse will work with the La Crosse Center to find a solution.

## 12. SELECTION PROCESS

The La Crosse Center will choose the successful vendor on the merits of the items listed above. The La Crosse Center reserves the right to reject any and all bids.

**All bids shall be received by Thursday, March 10, 2022 at 5PM**

**13. LENGTH OF CONTRACT**

The contract will be for a period of 5 years. It will begin on May 1, 2022 and terminate on April 30, 2027

**14. RETURN**

**i** Please return proposals to:

Art Fahey – Director  
La Crosse Center  
300 Harborview Plaza  
La Crosse, WI 54601  
[afahey@lacrossecenter.com](mailto:afahey@lacrossecenter.com)  
(608) 789-7413