K-12
Segment

GALLATIN COUNTY SCHOOL DISTRICT

PEPSICO

Partnership Proposal
2019

PepsiCo = Best Positioned Partner To Meet Gallatin County School's Needs

Local Market Share & Loyalty Leader

CSD	Isotonic	Tea	Coffee	Water
55%	74%	58%	84%	25%
pepsi, Mtn Dew	Gatorade	Lipton	Starbucks	AQUAFINA
28%	17%	17%	10%	23%
Coca-Cola	POWERADE	GOLD PEAK TEA	DUNKIN' DONUTS	DASANI

LOOKING TO INCREASE RECYCLING IN YOUR SCHOOL?

RECYCLE RALLY

Sign up FOR FREE! at PepsicoRecycling.com

Reward Points

Contests

FREE Resources

- Activities
- Lessons
- Event Guides
- Promotional Materials
- Recognition Materials

Teachers Lounges

Starbucks and Energy

Indulgence

Seeking bold flavor and new textures

FEMALE/MALE MILLEN/GEN Z

"I Love Anything With Bold Flavors"

Coffee Passion

Seeking unique coffee experiences that are less indulgent

FEMALE MILLENNIALS

"…I'm Skeptical Of Ingredients That Aren't Fresh."

Coffee Energy

Seeking efficacy across a variety of energy occasions

MALE MILLENNIALS

"I Grab An Energy Drink And Power Through."

USDA Approved
Equipment Options Available

Vending

Glass Front

High Traffic Location

High Capacity Machine

Indoor/outdoor

Gatorade

Athletics Option

Cafeteria / School Store

Variety of sizes to fit your space

K-12 Approved Beverage Portfolio

By Grade Level

High School

Items allowed for Middle and Elementary plus the items above

Middle School

Items allowed for Elementary plus the items above

Elementary School

JUICE SKU RANKING

PEPSICO foodservice

1	2	3	4	5	6	7	8	9	10
Green Machine® 8259272015	Pure Premium® No Pulp 4850001775	Mighty Mango ® 8259266015	Pure Premium® Some Pulp 4850001777	Cranberry 12000021367	Strawberry Banana 8259219415	Blue Machine ® 8259272715	Pineapple Peach 5331100360	Orange Juice 1200007174	Cran-Grape 12000021381
11	12	13	14	15	16	17	18	19	20
Apple Juice 1200007175	32oz Orange 4850000000	Protein Zone® Tropical 8259272215	Apple 4850001779	32oz Apple 4850000049	Pure Premium® Calcium & Vitamin D No Pulp 48500017760	Cranberry 4850000672	Berry Blast 8259298815	Pina Colada 8259201108	Ruby Red Grapefruit 1200018282
21	22	23	24	25	26	27	28	29	30
Grape 4850001782	Island Punch 4850020350	Ginger 5331100358	Tropical Fruit Fury 1200019155	Lemonade 4850001866	Protein Zone® Berry 8259263195	Watermelon 4850020146	Blue Raspberry 1200019157	Guava 8259201131	Plus Vitamin C 8259291715

Ranked on $ sales + strategic inclusions - Source: IRI Total US Conv L52wks WE 2/16/20

Tri-State Partnerships - Pepsi Exclusive

PEPSI

UNIVERSITY OF Cincinnati

XAVIER UNIVERSITY

LARRY A. RYLE HIGH SCHOOL · UNION, KENTUCKY

NKU NORTHERN KENTUCKY UNIVERSITY

Milan Community Schools
Imagine More... Think, Create, Explore

CINCINNATI BENGALS

DCH DEARBORN COUNTY HOSPITAL

Skyline CHILI

The Christ Hospital™ Health Network

UC Health

THOMAS MORE SAINTS

MSJ 1920 MOUNT ST. JOSEPH UNIVERSITY

MERCYHEALTH

The Jewish Hospital MERCYHEALTH

SOUTH RIPLEY COMMUNITY SCHOOL CORPORATION

World's Greatest Reubens Izzy's SINCE 1901

SERVATii Pastry Shop & Deli

PENN STATION EAST COAST SUBS

WORLD FAMOUS MONTGOMERY INN The Ribs King

PCHS BAND

EAGLES JAC-CEN-DEL

Estimated Funding Elements-Exclusive 5 Year

	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Fixed Funds						
Discretionary	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$5,000.00
Rebates	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$5,000.00
FSV Commissions	25% commission	25% commission	25% commission	25% commission	25% commission	
Gatorade support	$200.00	$200.00	$200.00	$200.00	$200.00	$1000.00
*need package specific volume from prior Coke contract 2018-2019 to provide guaranteed funding.						

THANK YOU!

PEPSICO
foodservice

SMART SNACKS
COMPLIANT