



PEPSICO

PEPSICO & CITY OF MIAMI BEACH PARTNERSHIP

UPDATED PROPOSAL
FEBRUARY 7, 2022

LOCAL EXPERIENCE & CAPABILITIES

PepsiCo was founded in 1965 and has provided quality products and world renowned sales & service for over 45 years. In early 2010, PepsiCo acquired the Pepsi Bottling Group & Pepsi Americas to form the worlds largest manufacturer and distributor of Pepsi Beverages, Pepsi Beverages Company.

Pepsi Beverages Company (PBC), an LLC, is a full service beverage provider. PBC's diverse portfolio includes some of the world's most widely recognized beverage brands, including Pepsi, Mountain Dew, Sierra Mist, Aquafina, Gatorade, SoBe, Lipton, and Amp Energy. PBC also manufactures and distributes third-party brands in key local markets such as Dr. Pepper, Crush, Rock Star, Starbucks and Muscle Milk. In addition, PBC provides sales, key account management, distribution, vending, equipment and service. Pepsi-Cola products are brought to you through an alliance that combines worldwide resources with local market expertise. PepsiCo employs approximately 500 people in Dade county across divisions.

PepsiCo North American Beverages (NAB), markets, makes and sells beverages in North America. We own over 80% of our distribution network (bottlers) making NAB the largest beverage company in America. We have strategic partnerships with strong local and national brands that consumers love.

At PepsiCo, we aim to deliver top-tier financial performance over the long term by integrating sustainability into our business strategy, leaving a positive imprint on society and the environment. We call this Performance with Purpose. This vision means creating products that our consumers are eager to buy and our employees are proud to sell. It starts with what we make — a wide range of foods and beverages from the indulgent to the more nutritious; extends to how we make our products — conserving precious natural resources and fostering environmental responsibility in and beyond our operations; and considers those who make them — striving to support communities where we work and the careers of generations of talented PepsiCo employees



PepsiCo is a worldwide leader in convenient foods and beverages. The corporation operates several independent divisions, including PepsiCo North American Beverages, Frito-Lay, Tropicana/Gatorade and Quaker Foods.



Pepsi Beverages Company is the world's largest manufacturer and distributor of Pepsi-Cola beverages with over 85,000 employees, 136 production facilities & 675 distribution centers worldwide. PBC evolved from a 2010 merger of PBG, PAS & PepsiCo. Collectively, these companies have an annual revenue of over \$60 billion.

IN-KIND SUSTAINABILITY AND COMMUNITY SUPPORT



PEPSICO

To support the City of Miami Beach's Plastic Free Initiative, PepsiCo's beverage contract offers a unique, first of its kind partnership to engage Pepsi Stronger Together and our anchor partners to support the Miami Beach Plastic Free aspirations. This approach will set Miami Beach apart as a leader in engaging citizens, communities and partners to advance innovation in sustainability.

Total Value: \$2,330,000 over 10 Years

Commitment to aluminum packaging for water and carbonated soft drinks

Pepsi Stronger Together along with our diverse community partners can organize and execute community events to engage citizens, visitors, media and others to demonstrate projects and events that advance awareness and engagement in sustainability progress.





PEPSICO

PEPSICO ASPIRES TO BUILD A WORLD WHERE PLASTICS NEED NEVER BECOME WASTE

MINIMIZE
PLASTIC USE



SUPPORT
CIRCULAR
PLASTIC
ECONOMY

IMPROVE PACKAGING
& PLASTICS

PARTNER

LEAD CHANGE THROUGH ACTIVE PARTNERSHIPS
AND STAKEHOLDER ENGAGEMENT





PEPSICO

WITH COMPREHENSIVE PROGRAMS AND PARTNERS THAT IMPACT THE AREAS OF WATER STEWARDSHIP AND WASTE

WATER STEWARDSHIP



WASTE REDUCTION/RECYCLING





PEPSICO

Sustainability is and has continued to be a Top Priority for PepsiCo

Our Sustainability Journey

In 2006, PepsiCo started on a journey to transform the way we do business with the fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us, and each year we continue to make valuable progress.



2017

1st Demonstration Farm opens in India; More than 350 farms are now testing and sharing best practices around the world



2013

Sustainable Farming Program (SFP) launches; as of 2020, nearly 87% of direct crops are sustainably sourced¹ worldwide through SFP



2012

PepsiCo wins prestigious Stockholm Industry Water Award



2010

Our first all-electric delivery trucks hit the road



2018

PepsiCo acquires SodaStream, #1 sparkling water brand in the world by volume, with the potential to avoid more than 200 billion single-use plastic bottles by 2030



2019

PepsiCo receives Climate Leadership Award
PepsiCo Issues first Green Bond



2020

PepsiCo achieves shift to 100% renewable electricity in U.S. direct operations
PepsiCo exceeds safe water access goal 5 years early, delivering access to safe water to more than 55 million people to date since 2006



2021

PepsiCo announces pep+, its strategic end-to-end transformation. It includes a series of ambitious goals, including striving to spread regenerative agriculture practices across 7 million acres by 2030, achieve net-zero emissions by 2040, and become water positive in our operations by 2030



2006

Launch of Performance with Purpose, integrating sustainability into our daily business operations



2009

Naked Juice first U.S. brand to transition to 100% rPET bottles

¹"Sustainably sourced" refers to meeting the independently verified environmental, social and economic principles of PepsiCo's Sustainable Farming Program, enabling continuous improvement for farmers, communities and the planet.
[pepsico.com/sustainability-report/strategy](https://www.pepsico.com/sustainability-report/strategy)

Resource: [PepsiCo 2021 Green Bond Report](#)

Our Vision is to Lead the Foodservice Industry in Sustainable Food and Beverage Solutions

Three Key Pillars will enable us to meet our Packaging Goals

REDUCE

DRASTICALLY REDUCE VIRGIN PLASTIC
IN OUR PACKAGING



**100%
RECYCLED
PLASTIC**

Incorporate more
rPET

RECYCLE

CLOSE THE LOOP TO PROMOTE A
CIRCULAR ECONOMY



how2recycle.info



Design products
to be recyclable

Support recycling
infrastructure

REINVENT

RADICALLY RETHINK THE WAY WE
DELIVER OUR PRODUCTS



SodaStream
Professional

Develop non-PET
alternatives

LEAD CHANGE THROUGH ACTIVE PARTNERSHIPS AND STAKEHOLDER ENGAGEMENT

REINVENT: We are Expanding our set of Aluminum Bottle Offerings

WE TAKE PRIDE IN

OUR NATURAL DIFFERENCE

**PROUD
SOURCE**
SPRING WATER

CRAFTED BY NATURE. BOTTLED FOR NATURE.

- HIGHEST NATURAL ALKALINITY IN THE CATEGORY
- NATURALLY SOURCED IN THE USA
- BOTTLED IN THE MOST SUSTAINABLE PACKAGE VS COMPETITION

WE ARE PROUD TO OWN AND OPERATE OUR OWN
BOTTLING FACILITY AND

bottle at the source



BRANDS	WATER + FUNCTION			SUSTAINABILITY		
	Bottled at the Source	Naturally Alkaline	Water Type	Sustainable Packaging	Carbon Footprint	B Corp.
Proud Source	✓	8.1 -8.5 pH	SPRING	Aluminum Bottle/Can	USA	✓
Essentia	✗	✗	MUNICIPAL	Plastic	USA	✗
Fiji	✓	7.7 pH	SPRING	Plastic	FUJI	✗
Evian	✓	7.2 pH	SPRING	Glass/Plastic	FRANCE	✓
Liquid Death	✓	✗	SPRING	Aluminum Can	AUSTRIA	✗
Mountain Valley	✓	7.3 pH	SPRING	Glass/Plastic/ Aluminum	USA	✗
Path Water	✗	✗	MUNICIPAL	Plastic Cap	USA	✗
Flow Water	✓	8.1 pH	SPRING	Tetra	USA	✓



Proud Source Water from Florida's Apalachicola Forest



The Benefits of Natural Alkaline Water:

- High PH to keep your blood levels consistent to 7.2 – 7.4 pH
- Most Tap water and Purified water is around 6.0 – 7.0 pH
- Increases the flow of oxygen through your body
- Decreases fatigue, increases recovery
- Artificial alkalinity creates weak hydrogen bonds that can lower pH in a week

Bottled at the Source

- Enables us to ship to 96% of customers within 1,200 miles, reducing our carbon footprint
- Filtered through thousands of layers of ancient limestone rock
- Naturally occurring minerals and electrolytes - No additives

Mineral Composition

Natural Alkaline Spring Water

Minerals & Electrolytes	mg/L
Calcium	51
Magnesium	1.6
Potassium	1.3
Silica	7.6
pH	8.1
Bicarbonates	98
TDS	152
Chlorides	4.1



3

Proud Source Florida Marketing Plan

360 MARKETING PLAN



Awareness Driving Marketing:

- Local OOH
- Radio / Audio Streaming
- Geo-Targeted Digital Ads
- Geo-Targeted Social Media & Search
- Events & Sampling

Strategic Partners:

- Publix
- Pepsi Florida
- Hard Rock Stadium
- Marlins
- Lifetime Fitness
- Bye, Bye Plastic Life
- Local Non-Profit Orgs

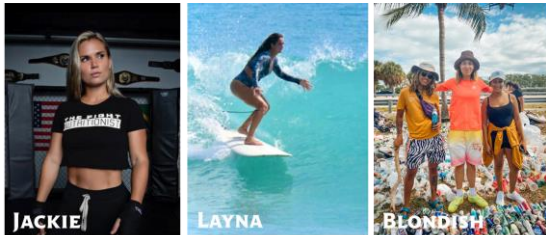
Brand Moments:

- Earth Month (April)
- Summer Hydration (May - Aug)
- Ocean Cleanup Month (Sept)

Local Marketing Impact

SOCIAL / INFLUENCER

Proud Source to partner with local influencers focused on sustainability, health/wellness, and adventure sports



- 20+ Local Influencers
- Total Followers: **~2 MILLION**

EVENTS / ACTIVATIONS

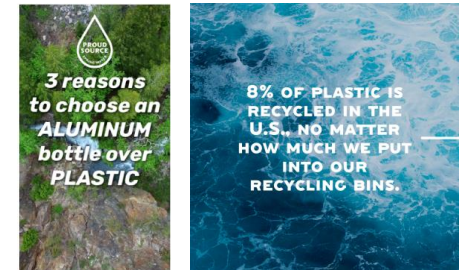
Co-hosted beach cleanups with Marlins, Proud Source Water & Surfrider Foundation + local fitness event sponsorships



- 2 Cleanup events w/ Surfrider
- 10+ fitness event sponsorships
- Miami Marathon Sponsor
- Total Impressions: **~100K**

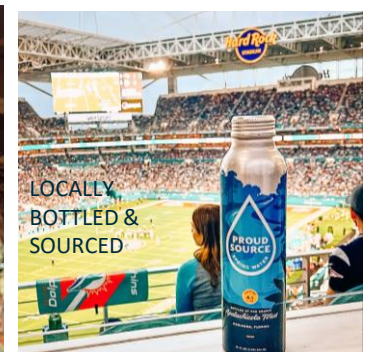
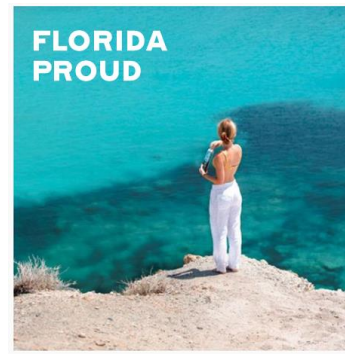
DIGITAL MEDIA

Geo-targeted Paid Social focused on educational content that will prime consumers for purchase at Miami beaches and parks



- Geo-targeted Paid Social ads
- Plus-up investment during Spring Break + Earth Month
- Total Impressions: **~7 MILLION**




Recycling Education + Local Sourcing



**All images are FPO



Earth Month Social Giveaway

<p>Giveaway Objective</p>	<p>Raise awareness about PSW new spring location in Florida! Educate consumers about the impact that single-use plastics has on the environment and the importance of choosing locally-source, eco-friendly packaging.</p>
<p>Requirements</p>	<p>Follow accounts, comment and reshare campaign posts. These post will be educational facts with beautiful ocean imagery/video. WIP- additional entry UGC strategy.</p>
<p>PRIZE</p>	<p>Trip to Miami. Leverage partners to develop meaningful programming. Partner with fellow B-corps that align with our mission to travel sustainably in Florida.</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>

Example Social Post



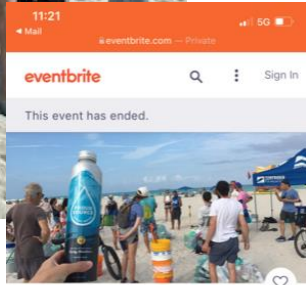
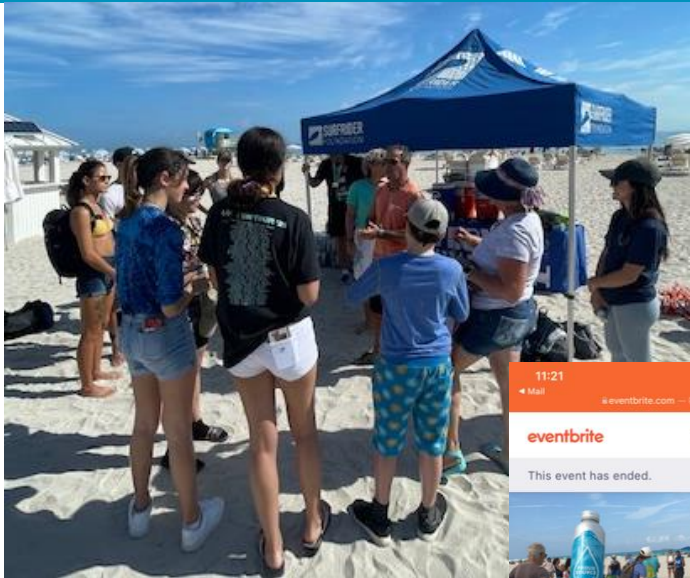
Give Back to Our Oceans Movement

Pledge to give back to organizations helping preserve and protect our oceans. \$1k a day to non-profit partners with ties to Florida w/ geo-targeted and boosted content.



Local Market Activation February 5-6

Beach Clean-Up Miami Beach/South Pointe Beach Saturday, February 5



Surfrider Miami & Proud Source Beach Cleanup

by Surfrider Miami

98 followers [Follow](#)

Date and time
Sat, February 5, 2022
10:30 AM – 12:30 PM EST

Location
South Pointe Beach (behind Nikki Beach)

Miami Marathon Bayfront Park Sunday, February 6



REDUCE: Ambitious Agenda on Recycled Plastic (rPET) Conversions

In rPET TODAY

Naked.



Tropicana ESSENTIALS



LIFE WTR



CONVERTING 2021/2022+



Pepsi Zero
Sugar
100%
Nationwide



Pure Leaf
50%
Nationwide

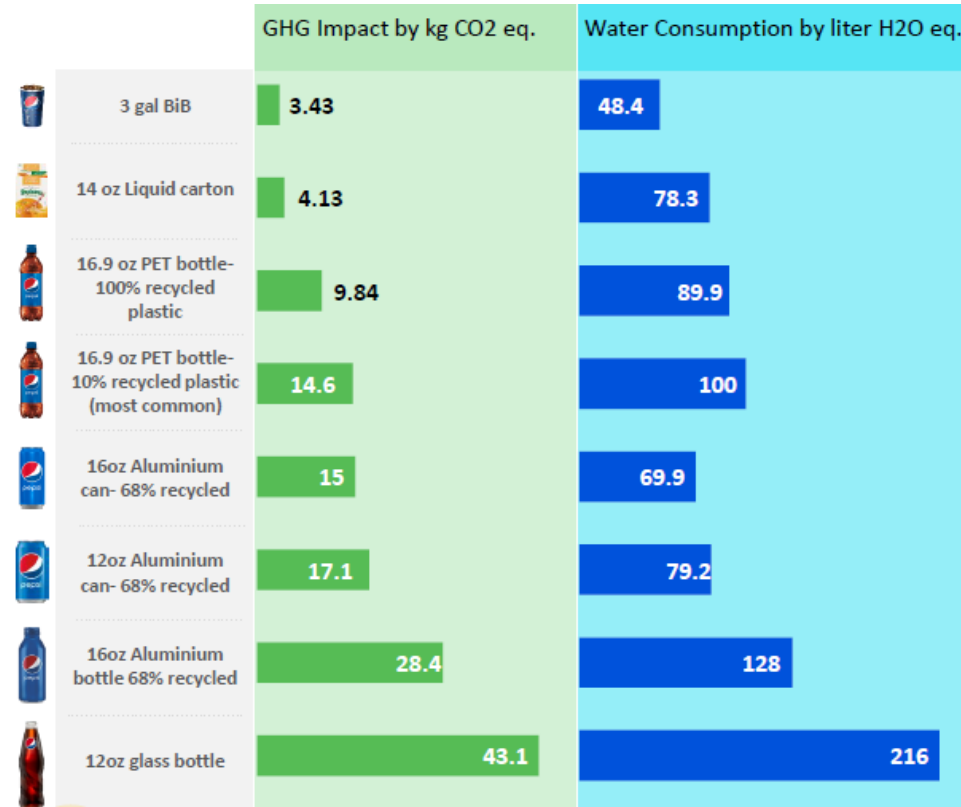


Aquafina, Lipton &
Propel 100% at Select
Plants



Tropicana Pure
Premium
100%
Nationwide

REDUCE: When looking at Sustainability Holistically, Recycled Plastic (rPET) is one of the Best Materials Available



LCA results provided by Franklin Associates



Aluminum and glass reduce plastic dependency, but also use more water and emit more GHG than PET

REDUCE/RECYCLE: Sustainable Dispensed Beverage Solutions

Cups, Lids & Straws



Compostable Portfolio



Recyclable Portfolio

AVAILABLE NOW ON [PEPSICO PARTNERS](#)

BIB Packaging

NOW: Recyclable Box



NEXT: Recyclable
Box AND Bag



Concentrate Solutions



Shipping less
water = carbon
reduction

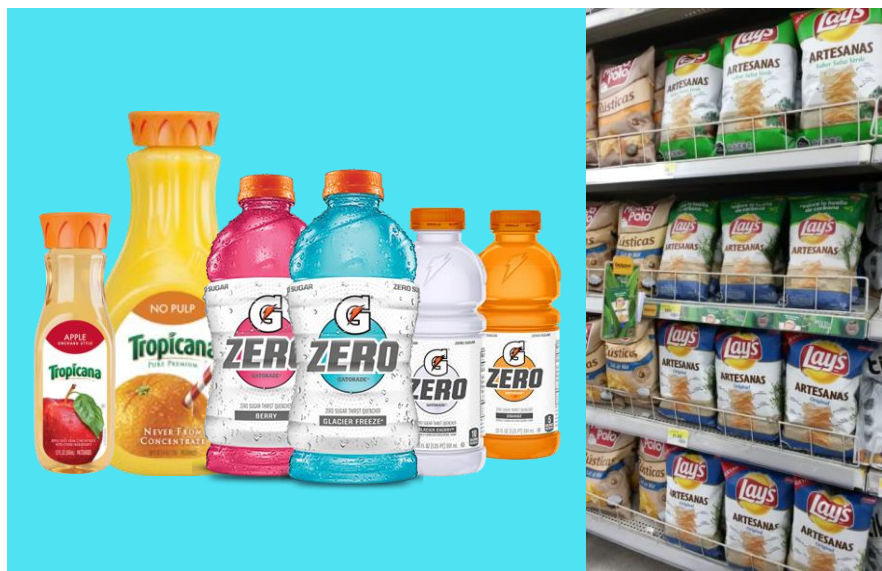


Less plastic
per serving

**Availability varies by location/division. All currently available merchandising items are available for order via PepsiCo Partners & PepsiCo Direct*

REDUCE: The Amount of Plastic in our Packaging

PepsiCo strives to design all our packaging to achieve the optimum results with the most efficient use of materials possible. We have worked for years to reduce the use of plastic across our packaging (primary, secondary and tertiary).



- For the past several years, PepsiCo has worked to **reduce plastic bottles weight** via lightweighting technology
- We are also currently working on **reducing the weight of snacks film**

RECYCLE: Invest in Recycling Systems to Prevent Plastic from Becoming Waste

ADDRESSING BARRIERS TO RECYCLING



Investing To Transform Recycling Infrastructure



Cross-Industry Collaboration to Help Get Every Bottle Back

ENGAGING CONSUMERS IN RECYCLING



PepsiCo BottleLoop
Powered by Replenish



RECYCLE
RALLY

Recycling Made Easy

K-12 Schools

Click here to learn more about [Recycle Rally & BottleLoop](#)

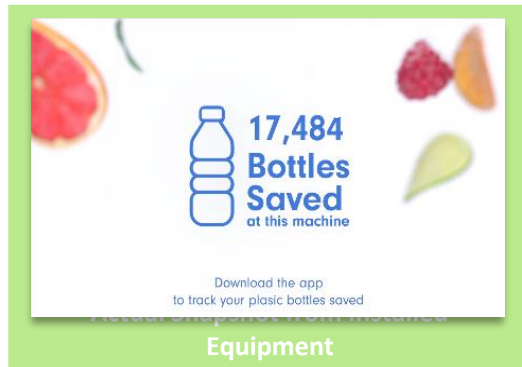


Events



Community
Programs

REINVENT: Innovate Beyond the Bottle



Connected ecosystem encourages consumers to commit to reusable bottles.

- ✓ Custom app and portal **track and display environmental impact** so users and operators can see exactly how many plastic bottles they've saved over time
- ✓ Nearly **160,000 single-use plastic bottles** were avoided through a three-month pilot in 2019 to 2020
- ✓ Each unit saves an average **22,000 bottles per year**

2025 HORIZON GOAL

50,000 units
~1.1B plastic bottles saved

PepsiCo 2019 Sustainability Report, 2019
<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

<https://pepsicopartners.com/navigation/sodastreamprofessional>

IN-KIND COMMUNITY AND RECYCLING INITIATIVES



Pepsi Stronger Together is PepsiCo's series of community grassroots-based programs. A national initiative to empower and engage communities around the country by providing tailored programming and resources that bring people together.



PepsiCo BottleLoop

Powered by Replenish

Turning today's bottles into tomorrow's

Easy to use

Transparent

Simple pricing



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STRONGER TOGETHER

Pepsi Stronger Together is PepsiCo's series of community grassroots-based programs. A national initiative to empower and engage communities around the country by providing tailored programming and resources that bring people together.



Shaquille O'Neal



Hispanic Heritage Month: Give back to hospital and restaurant workers with meal giveaways and \$50K in grants



Enrique Santos



Surfside Building Collapse: Provided on-ground support to first responders with snacks and beverages, i.e. Gatorade, Aquafina, etc.



Jason Jenkins @jasonjenkins
 @MiamiDolphins #FootballUnites @IsraelinMiami and Consul General @ElbazStarinsky joined @Lastrame_Baker and @DT_JW in distributing supplies and drinks from @pepsi and @Gatorade to families and first responders at the family reunification center in #Surfside



Back-to-School Market: 400 children from Boys & Girls Club received school supplies and a field trip to the Miami Zoo



Holiday Meal Deliveries for families from Miami Dade County Public Schools





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WE HAVE MADE AN IMPACT....





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IN 2022, WE WILL CONTINUE SUPPORT MIAMI WHERE IT MATTERS MOST



YOUTH MENTORING



SUSTAINABILITY



COMMUNITY





PEPSICO

READY WITH ALWAYS ON AID



We will keep our ears to the ground, listen to our communities, and identify new opportunities to **act fast** and **deliver support** in real time.

COVID RELIEF

NATURAL DISASTER
SUPPORT

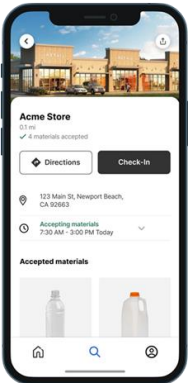
FIRST
RESPONDERS &
VETERANS

RECYCLE: BottleLoop Leverages Technology to fuel the Circular Economy

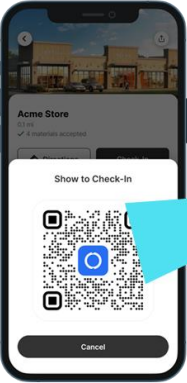


PepsiCo BottleLoop

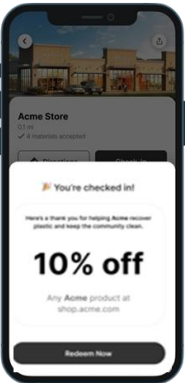
Powered by Replenish



Find location and what materials can be recycled



Scan QR code on bin



Reward for making a difference

Turning today's bottles into tomorrow's
Easy to use  Transparent  Simple pricing

"We transitioned to Replenish for recycling collection, and they stepped up to the plate – literally!...This has helped us save money in recycling costs, eliminated the logistical challenges of recycling, and reduced package waste. We feel good about doing our part to keep plastic containers out of landfills."



BottleLoop Overview

HOW THE PROGRAM WORKS

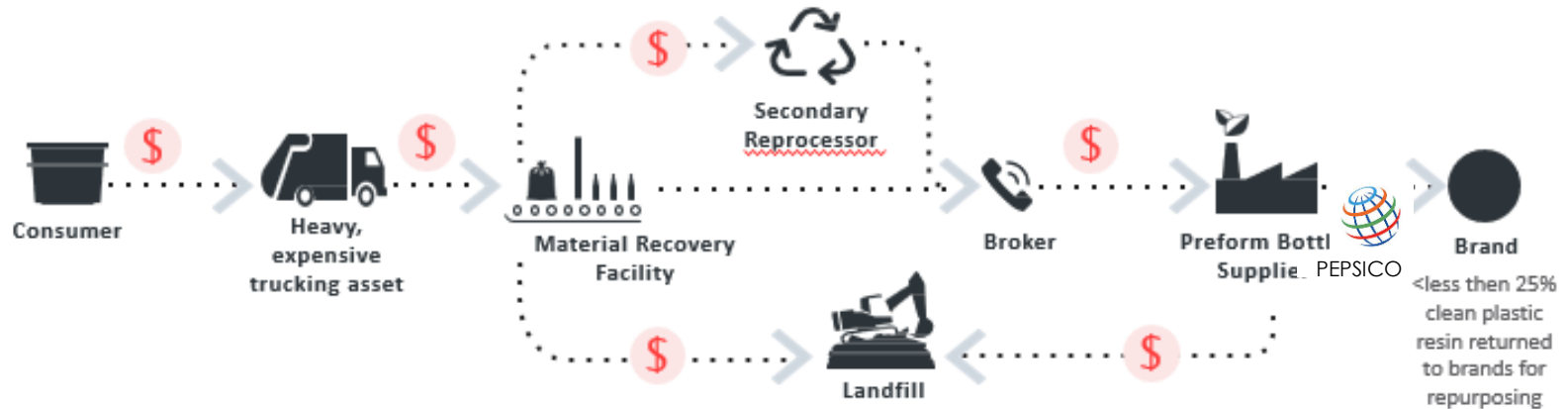
- 1 Join PepsiCo BottleLoop and contract with Replenish
- 2 PepsiCo Recycling bins arrive at your location(s)
- 3 Schedule pick-up through the Replenish app
- 4 Recycled bottles go into new beverage packaging



For more information, contact your local PepsiCo representative or visit www.pepsicobottleloop.com

BottleLoop Enables PepsiCo's Circular Economy Efforts

Before



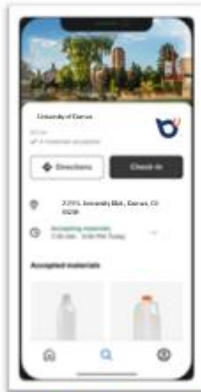
After

Technology Enables Shift In Consumer and Operator Behavior

Engage & Reward consumers while keeping it simple for operators

Consumer: Engage, Empower, & Educate

Operator: Simplicity & Transparency



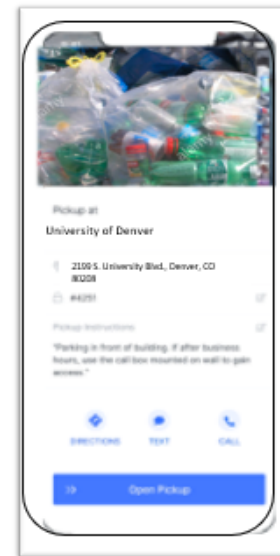
Find location and what materials can be recycled



Scan QR code on bin



Reward for making a difference



Ease of Offering to Customers

No sorting
Easy to engage

Automatic Routing + Navigation

On-Demand Pick-ups - Only pay for only pay when needed

Smart Rates

Rates dynamically adjust depending on market conditions and operator pick up needs

Transparency

Exposure to savings – weight, GHG Emissions, quantity, etc.

BottleLoop Provides Value to Operators



SUSTAINABILITY ANCHOR PARTNERS



Established as a 501c(3) nonprofit organization in 2016, FORCE BLUE seeks to address two seemingly unrelated problems — the rapidly declining health of our planet’s marine resources and the difficulty returning combat veterans have in adjusting to civilian life — through one, mission-focused program.

By uniting the community of Special Operations veterans with the world of marine science and conservation, FORCE BLUE has created a trans partisan model of caring, cooperation and positive change with the power to restore lives and restore the planet.

CAUSECLASS: SUSTAINABILITY

This course covers UN Goals that are directly linked to sustainability. Students will learn the major threats to our natural resources and how to cut their carbon footprint in half. Lessons cover:

- An intro to sustainability and climate change
- Access and threats to clean water
- The future of energy
- Forest conservation
- Dirty vs clean food systems





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**MIAMI BEACH / BISCAYNE BAY
PROPOSED MISSION SET
2022-2032**



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Established in 2016 as a means of addressing two seemingly unrelated problems — the rapidly declining health of our marine resources and the difficulty far too many servicemen and women have in adjusting to civilian life once their service ends — FORCE BLUE is the only 501 (c)(3) nonprofit organization in the world that retrains and redeploys former Special Operations veterans and military-trained combat divers to work alongside scientists and environmentalists on marine conservation missions.

Harkening back to the days of Jacques Cousteau and the French frogmen he trained, FORCE BLUE has assembled a modern-day cadre of elite military veterans with the aptitude and ability to achieve great things on the conservation front — and the visibility to let the world know about it. Through its composition and commitment, FORCE BLUE is building a model of caring, cooperation and positive change with the power to restore lives and the planet.

Watch Video: [Saluting Our Veterans](#)



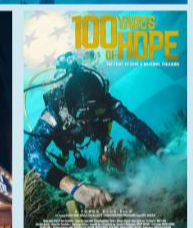
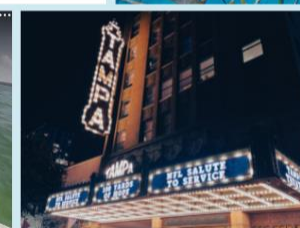
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Since 2017, FORCE BLUE has partnered with some of the biggest names in the marine conservation community, deploying dozens of Special Operations veterans to work alongside scientists and environmentalists on over 20 impact missions throughout Florida and the Caribbean.



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With assistance from its scientific partners and the support of key corporate sponsors, FORCE BLUE has deployed on several high-profile projects that have produced three documentary films and millions of dollars of earned local and national media coverage.

Watch Video: [CBS Evening News - Veterans on a New Mission](#)



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*SOUTHEASTERN FLORIDA OPERATIONS 2019-2021



SUPER BOWL LIV LEGACY REEF

DATE: June 2019
DURATION: One day
LOCATION: Key Biscayne, FL
PARTNERS: NFL, Verizon, Pernod Ricard, Miami Super Bowl LIV Host Committee, University of Miami, Phillip and Patricia Frost Museum of Science
SUMMARY: Outplanting of 100 corals in honor of Super Bowl LIV and the NFL's 100th season
BUDGET: \$40K



100 YARDS OF HOPE

DATE: January 2020
DURATION: One year
LOCATION: Key Biscayne, FL
PARTNERS: NFL, Tampa Super Bowl LV Host Committee, Tervis, Enovation Brands, NOAA, FLDEP, The Florida Aquarium, University of Miami, Phillip and Patricia Frost Museum of Science, SECORE International
SUMMARY: A football field-sized coral reef restoration project in honor of Super Bowls LIV & LV
BUDGET: \$750K
Watch Video: [100 Yards of Hope \(Trailer\)](#)



PEPSI CCO GREEN SEA TURTLE STUDY

DATE: July 2021
DURATION: One day
LOCATION: Jupiter, FL
PARTNERS: Pepsi, Enovation Brands, National Association of Underwater Instructors (NAUI), Florida Fish & Wildlife Commission, InWater Research Group, Gumbo Limbo Nature Center, Keep Florida Beautiful
SUMMARY: Scientific study of Green Sea Turtle population inside Jupiter Inlet; community education
BUDGET: \$35K
Watch Video: Coastal Conservation Ops



PEPSI CCO CITIZEN SCIENCE

DATE: August 2021
DURATION: One day
LOCATION: Lauderdale-By-The Sea, FL
PARTNERS: Pepsi, Professional Fighters League (PFL), Enovation Brands, National Association of Underwater Instructors (NAUI), Florida Fish & Wildlife Commission, FLDEP
SUMMARY: Coral reef survey utilizing SEAFAN network; citizen scientist diver training
BUDGET: \$35K
Watch Video: Coastal Conservation Ops



TIRE RECON

DATE: October 2021
DURATION: One day
LOCATION: Ft. Lauderdale
PARTNERS: City of Ft. Lauderdale, Rotary Club of Ft. Lauderdale
SUMMARY: Recon mission to scout for loose tires (submerged as part of a failed artificial reef project in the 1970's) that are now damaging the area's corals
BUDGET: \$10K





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MIAMI BEACH RISING ABOVE



After consulting with its partners at Pepsi and the Florida Department of Environmental Protection, as well as with Chief Bay Officer Irela Bague and her Miami-Dade County team, FORCE BLUE is developing a 10-year plan to help preserve and restore Biscayne Bay under Miami Beach's existing "Rising Above" umbrella.

The plan, which will feature 20 FORCE BLUE deployments (two per year), along with an annual marine conservation and training event, will be broken into three (3) components — an ongoing marine debris removal operation, a series of Community Conservation Projects (one per year) and a 4-day "Ocean Conservation School" for local kids (age 10-16) held annually.



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OUT WITH THE BAD (MARINE DEBRIS REMOVAL) — FORCE BLUE proposes leading one (1) week-long mission per year (over the course of 10 years) to pull marine debris (trash, ghost fishing gear, derelict vessels, etc.) from Biscayne Bay and its mangroves — with particular emphasis on the bay's less inhabited and harder to reach areas where, to date, no active removal has taken place.

IN WITH THE GOOD (PLANTINGS/RESTORATION)— To augment its marine debris removal missions, FORCE BLUE will also lead a series of day-long Community Conservation Projects (one per year) inside Biscayne Bay to outplant sponges, seagrasses, corals; to install new coral nurseries, mooring buoys and artificial reefs; and to instruct local volunteers on how to use SEAFAN (Southeast Florida Action Network) to report changes they observe in the Bay's overall health.

BUILDING A BLUE GENERATION (FORCE BLUE OCS) — FORCE BLUE also proposes conducting one "Ocean Conservation School" per year in Miami Beach. The OCS program, launching this March, utilizes FORCE BLUE veterans and instructors from the National Association of Underwater Instructors (NAUI) to teach local children (age 10-16) how to SCUBA dive and to inspire them to "serve" as the next generation of citizen scientists and marine conservationists.



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MIAMI BEACH RISING ABOVE



A production team from FORCE BLUE will, of course, be on hand for any/all of the missions, operations and events previously outlined. Their job will be to conduct interviews with local officials, sponsors and volunteers, as well as to capture b-roll for local and national media outlets. All of this filmed content will be free for Miami Beach to use and share at its sole discretion.



**BLUE Missions
PepsiCo Anchor
Partner Proposal**



CauseClass



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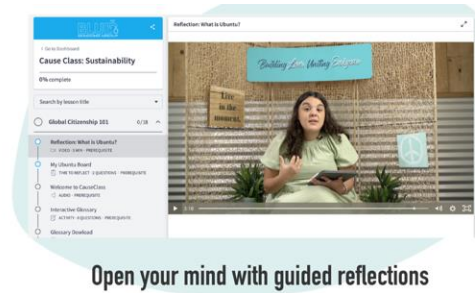
BUILDING LOVE, UNITING EVERYONE

Our mission is to connect communities to clean water and improved sanitation while inspiring a generation of global citizens through service-driven travel and local engagement.



CauseClass

CauseClass is the virtual learning platform within BLUE's REACH Program. CauseClass provides virtual courses for local youth that cover some of the world's most pressing issues and provides participants solutions on how they can combat those issues in their own community.

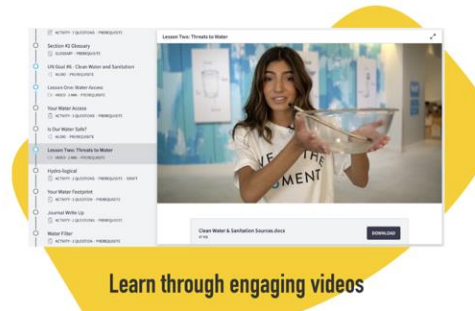


IMPACT TO DATE

2020 - Today

CauseClass Enrollments: **730**

Community Service Hours Completed: **Over 14,000**



CauseClass

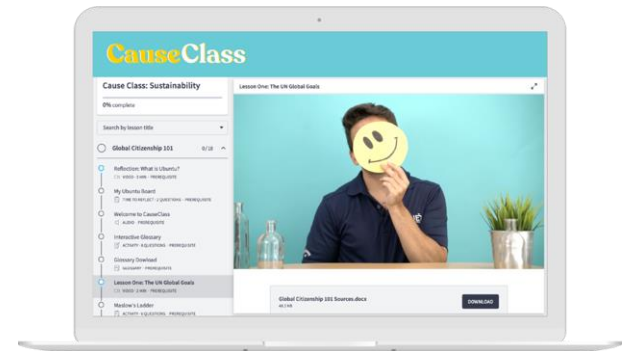
You can preview the current CauseClass Program by following the information below.

Site Link: https://learn.bluemissions.org/users/sign_in

User Name: BLUEmissionsGuest@gmail.com

Password: Waterforall

If you have any questions please reach out directly to Richard via email: Richard@bluemissions.org



CONTACT US



Thank you. If you have any questions at all please do not hesitate to contact us directly:

info@bluemissions.org

Richard Sixto Jr
Development Director
Richard@bluemissions.org

Follow us on social media:
[@bluemissions](https://www.instagram.com/bluemissions)
www.BLUEmissions.org





PEPSICO



Foodservice

WHY BRANDS MATTER

PEPSICO IS TRULY GLOBAL WITH SCALE ACROSS EXECUTION, BRANDS, & PEOPLE

GLOBAL BEVERAGES



GLOBAL SNACKS



GLOBAL NUTRITION



PERFORMANCE



More than
\$63 billion
revenue

BRANDS



22
billion-dollar
brands

SCALE



>**200** countries
& territories

PEOPLE

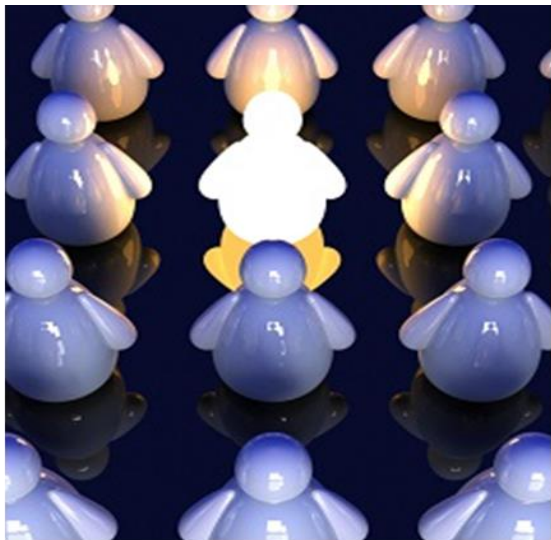


More than
263,000
employees

OUR PHILOSOPHY IS SIMPLE...WHEN YOU WIN, WE WIN



START WITH A DEEP UNDERSTANDING OF
YOUR CONSUMER



PARTNERING ON CUSTOM SOLUTIONS TO MEET THEIR
NEEDS
IN YOUR WORLD



UNLOCKING THE BEST OF PEPSICO TO ADDRESS
YOUR BIGGEST OPPORTUNITIES

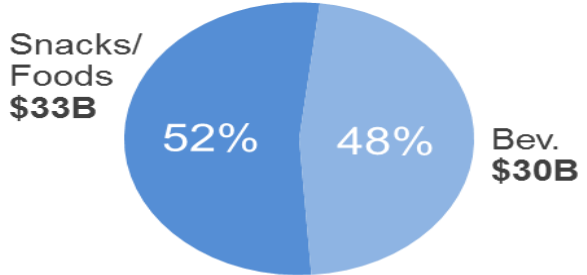
OUR PORTFOLIO IS WELL BALANCED ACROSS FOOD/BEVERAGE & GEOGRAPHY

**BEVERAGE
ADVANTAGE**

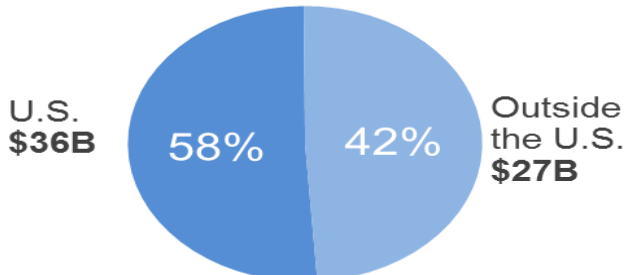
**FOODS
LEADERSHIP**



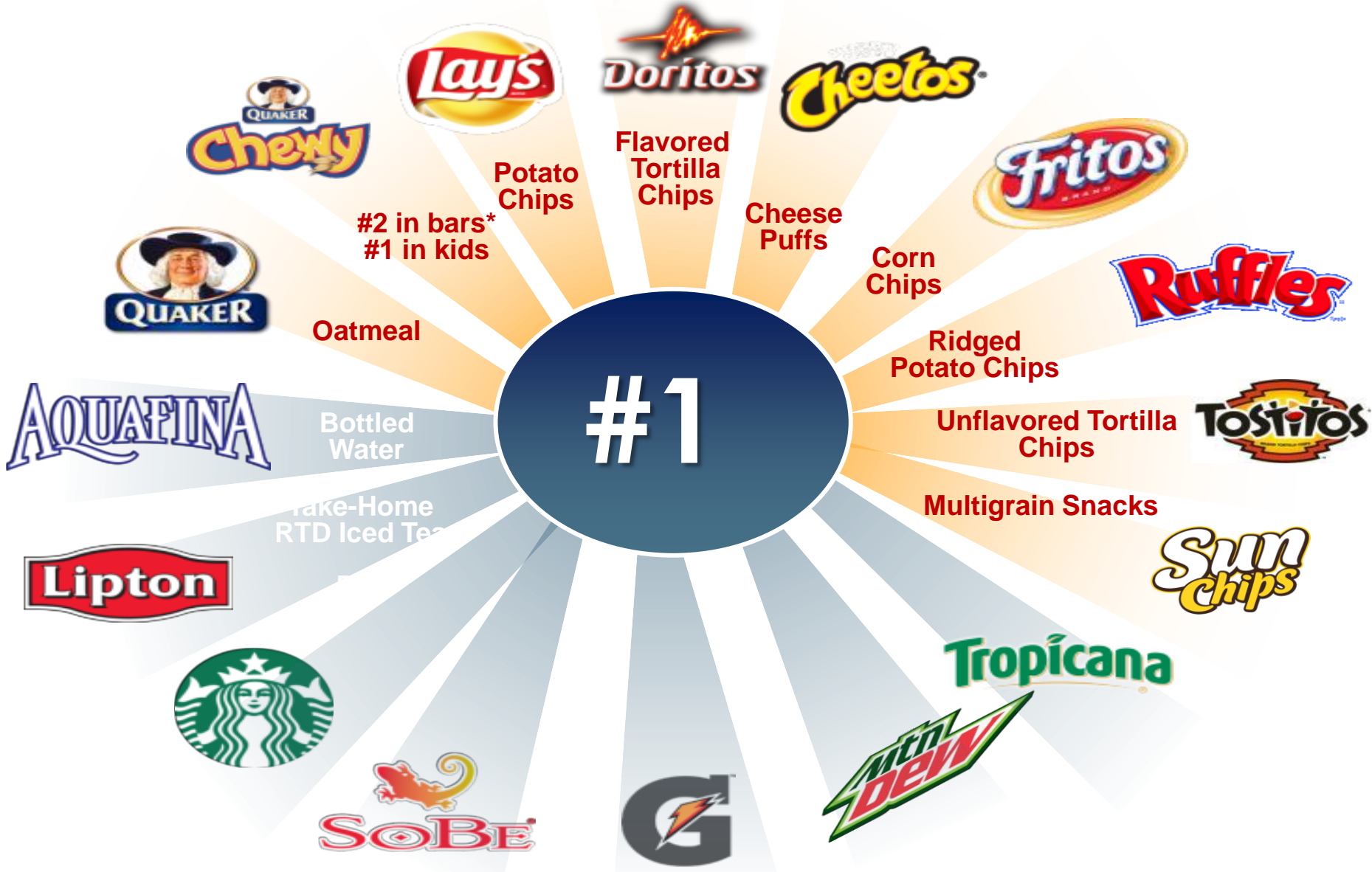
Food & Bev Net Revenue



Global Net Revenue



#1 BRANDS IN A BREADTH OF CATEGORIES

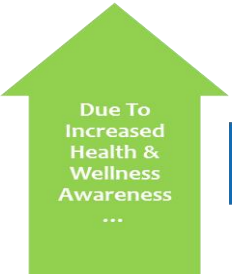


CONSUMERS CONTINUE TO MOVE AWAY FROM COLAS & WE ARE DEDICATED TO TRANSFORMATIVE INNOVATION TO MEET CONSUMER'S CHANGING DEMANDS

Consumers Today Have a Wide Variety of Choices and Have Expanded Their List of “Go-To” Beverages and Moved Away from Cola’s to More Functional, Healthier, Flavored Soda options



Beverages growth will be entirely driven by Non-Carbonated Beverages



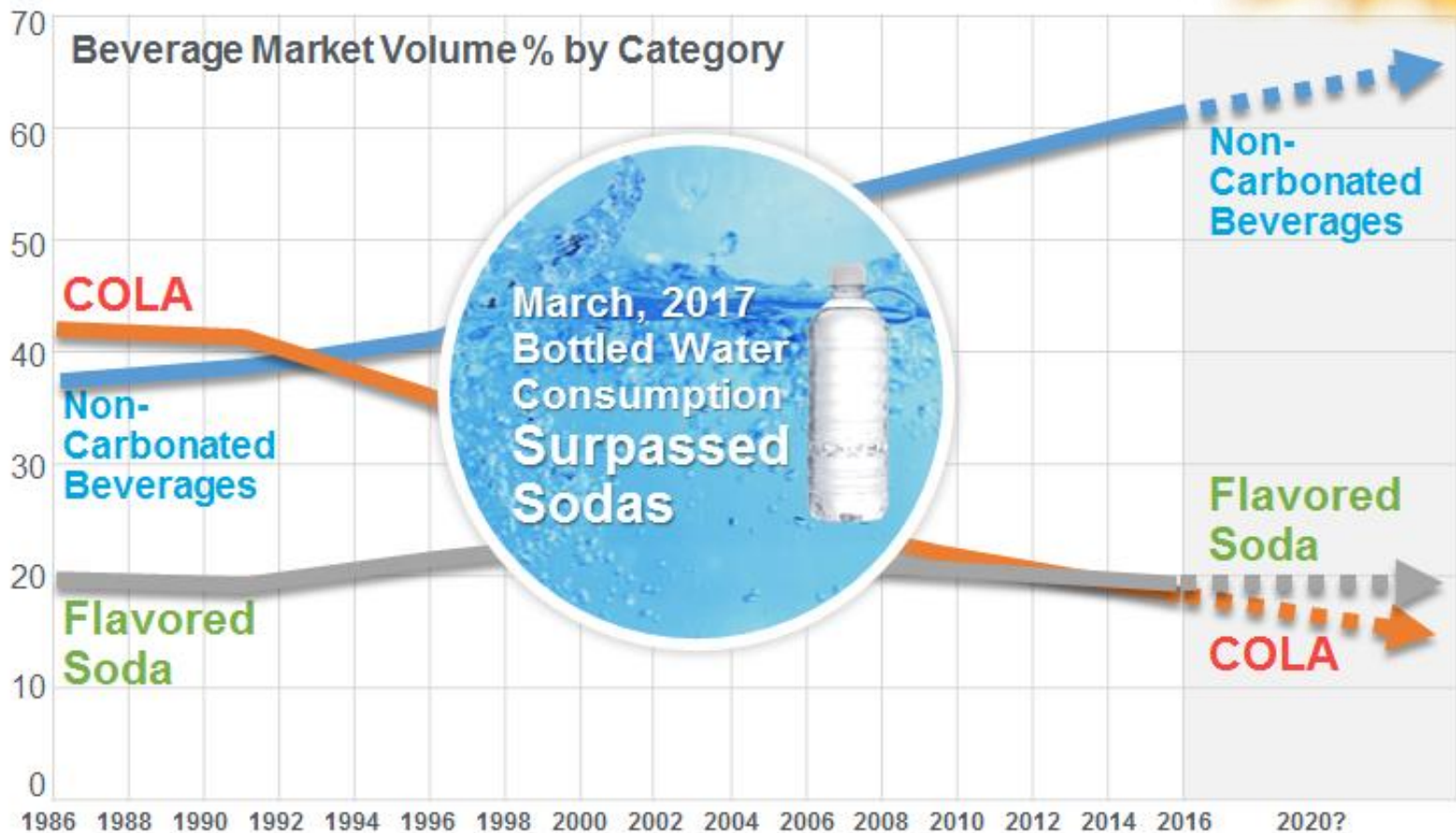
PepsiCo Has Focused Efforts on Providing a Variety of Natural, Low Sugar and Non-Carbonated Options



Source: IRI Carb vs. Non Carb consumption Trend

CONSUMERS ARE SHIFTING TOWARD NON-CARBONATED BEVERAGES

Miami LRB
Category 80%
Non-Carb



PEPSICO BEVERAGE SHARE LEADER IN SOUTH FLORIDA

Category	% of LRB
Non-Carbs	80%
CSDs	20%

Non-carb beverages drive consumer purchases in South Florida—80% share of Liquid Beverage Refreshment (LRB) category

Non-Carb Examples: Isotonic, Tea, Water, Juice, Coffee

Category	Pepsi Share	Coke Share
Sports	73.9	10.0
Coffee	86.2	7.0
Value Added Protein	36.4	26.0
Juice & Juice Drinks	36.3	10.1
Tea	31.2	9.9
Water	6.7	18.9
Soft Drinks	21.2	60.0
Liquid Refreshment Beverage (LRB) Total	22.9	17.9



Source: IRI C&G

CONSUMER TRENDS ARE CHANGING THE BEVERAGE LANDSCAPE

CONSUMPTION SHIFTS



Away-From-Home beverage structure shifting towards NCBs

ON-THE-GO CONVENIENCE



Busier lifestyles and the rise of delivery require portable solutions

DEMAND FOR CUSTOMIZATION



Beverage variety is expected to meet individualized preferences

WE ARE POSITIONED TO CAPTURE GROWTH FROM THE SHIFT TO NON-CARBONATED BEVERAGES WITH OUR ADVANTAGED BEVERAGE PORTFOLIO

Miami LRB
Category 80%
Non-Carb



#1
FLAVOR SODA



#1
TEA



#1
SUSTAINABLE
WATER



#1
SPORTS
DRINKS



#1
COFFEE



#2
CARBONATED
WATER



PEPSICO



Foodservice

HELLO GOODNESS PLATFORM

SIMPLE BETTER-FOR-YOU MESSAGE AND MORE PREMIUM EXPERIENCE GROUNDED IN TRUSTED BRANDS

Better for you Options

- Over 120 trusted products to choose from that meet PepsiCo healthy guidelines



Elevated Experience

- Engaging equipment specially designed to stand out from traditional vending



Trustworthy Choice

- Only branded platform of it's kind featuring trusted brands consumers are looking for



helloGoodness™

Better-for you choices for today's busy "on the go" consumers



HELLO GOODNESS WILL BE THERE FOR CONSUMERS WHEN THEY NEED IT MOST



Today 24/7 is the new 9 to 5,
People need a partner to help
them get through their day



Renaissance of fresh food
experiences is upping consumers'
expectation so of what fresh food
can be



Crave a balance of healthier, yet
satisfying options



WE OFFER A WIDE RANGE OF BETTER FOR YOU OPTIONS & CONTINUE TO EXPAND THROUGH INNOVATION

Carbonated Drinks



Water / Hydration



Beverages



Juices / Smoothies



Teas



Protein



New Products will continue to be added to the Hello Goodness Platform



PEPSICO



Foodservice

PRODUCT PORTFOLIO

PEPSI BEVERAGE PRODUCT LIST 2021 - SINGLE SERVE

Contact your local Pepsi Rep or Location for additional questions on product and availability

CSD



3RD REASONS NOT TO TRY

NEW ZERO SUGAR ALL DAY

Pepsi
Diet Pepsi
Pepsi Zero Sugar
Pepsi Zero Sugar Cherry
Pepsi Zero Sugar Vanilla
Pepsi Vanilla
Caffeine Free pepsi
Caffeine Free Diet
Pepsi
Wild Cherry Pepsi
Diet Wild Cherry
Pepsi
Sierra Mist Real Sugar
Dr. Pepper
Dr. Pepper Zero
Dry Pepper Cherry
Diet Dr. Pepper
Diet Dr. Pepper Cherry
Hawaiian Fruit Punch
Brisk Tea
Dole Lemonade
Dole Pink Lemonade

M Dew | Diet M Dew
MDew Zero (NEW)
M.Dew Code Red
M.Dew Live Wire
Mountain Dew Voltage
Mdew Baja Blast (LTO)
Mdew Baja Zero (LTO)
Mdew SA (LTO)
Mdew Pina Colada (LTO)
Mdew Mai Tai (LTO)
Mug Root Beer
Crush Orange
Crush DT Orange
Crush Grape
Crush Pineapple
Crush Watermelon
Sch Ginger Ale
Sch Diet G Ale
Sch Rasp Ginger Ale
Major Melon
Major Melon Zero
Mango
Mango Zero
Pepsi Blue

ADDITIONAL CSD

AVAILABLE IN 1L 15PK
Pepsi
Diet Pepsi
Mountain Dew
Diet M Dew
Schweppes Tonic
Schweppes Club Soda
Schweppes G Ale
Dr Pepper

AVAILABLE IN 10oz 6/4 24pk
Schweppes Tonic
Schweppes Club Soda
Schweppes G Ale

AVAILABLE IN 12OZ 8/3 24PK
Pepsi
Diet Pepsi
Mountain Dew
Schweppes G Ale

AVAILABLE IN MINI 7.5OZ 24PK CN
Pepsi
Diet Pepsi
Mountain Dew
Schweppes G Ale
Schweppes D G Ale
Pepsi Real Sugar
Pepsi Zero Sugar
Crush Org
Dr Pepper

AVAILABLE IN 16OZ 12PK CN
Pepsi
Diet Pepsi
Pepsi W/C
Mountain Dew
Dr. Pepper

AVAILABLE IN 7.5OZ 6PK CAN
Tonic | Diet Tonic | Club Soda | Ginger Ale | Diet G Ale

LODGING SPECIFIC

AVAILABLE IN 12OZ 12PK CAN
Pepsi | Diet Pepsi | Sierra Mist | Mountain Dew | Pepsi Zero | Pepsi Cherry

ROCKSTAR

AVAIL IN 16oz 12pk
Original
Sugar Free
Zero Carb
Punched
Recovery
Recovery Orange
Hardcore Apple
Whipped Strawberry
Revolt Killer Black Cherry
Xdurance Peach Iced tea
Xdurance Super Sour
Apple
Xdurance Cotton Candy
Xdurance Kiwi
Strawberry
Xdurance Blue Raz
Xdurance Marshmallow
THERMO: Tropical Fire
THERMO: Neon Blast

AVAILABLE IN 15oz 12pk
Pure Zero Silver Ice
Pure Zero Punched
Pure Zero Orange
Pure Zero Grape
Pure Zero Tang Mango Gu
Pure 0 Lime Cuo (New)
Pure 0 Wtrmin (New)

AVAILABLE IN 15OZ 12PK
Roasted Coffee Latte Almd Milk
Roasted WhChoc Almd Milk

AVAILABLE IN 15OZ 24PK
Organic Island Fruit
Organic Strawberry
Juiced Island Mango
Juiced PinaPl Org Guava

M.DEW ENERGY

AVAILABLE IN 16OZ 12PK
Amp Original
Cherry Blast

AVAILABLE IN 16OZ 12PK CAN
Berry Blast | Cherry Burst | Original Dew | Tropical Strike
Orange Storm
ZERO Raspberry
Lemon
ZERO Watermelon

M. DEW ENERGY (MORNING ENERGY)

NEW

AVAILABLE IN 16OZ 12PK
Pomegranate Blue Burst
Tropical Sunrise
Orange Breeze
Peach Mango Dawn
Strawberry Melon Spark
Berry Blitz

BANG (FUNCTIONAL ENERGY)



AVAILABLE IN 16OZ 12PK:
Blue Raz | Peach Mango | Star Blast | R. Unicorn
| Cotton Candy | Sour Heads | Black Ch Vanilla |
Purple Haze | Cherry Lemonade | Bangster Berry
| Pina Colada | Frose Rose | Birthday Cake |
Power Punch | Lemon Drop | Miami Cola | Candy
Apple | Key Lime Pie | Lemon Drop Sw Tea |
Purple Kiddles | Radical Skadattle | Sweet | Tea

AVAILABLE IN 15OZ 12PK
Bang Natural Candy Apple
Bang Natural Mango Bango
Bang Natural Frose Rose

AVAILABLE IN 15OZ 12PK
Bang Mocha Madness
Bang Hazienut
Bang Cookies & Cream
Bang Coffee Bday Cake Bash
Bang Coffee choc pnt btr blast

PREMIUM CRAFT

AVAILABLE IN 375ML 24PK GL
Ginger Beer
Root Beer
Diet Ginger Beer



AVAILABLE IN 12OZ 12PK CAN
Black Cherry Taragon
Agave Vanilla Crème
Root Beer

M.DEW CRAFT



AVAILABLE IN 16OZ 12PK CN
KS MDew Base | KS Orange Citrus | KS Fruit
Punch | KS Black Cherry | KS Mango Lime | KS
Midnight Grape | KS Pineapple Org Mango
KS RC Blueberry Pom | KS HYD Raz Citrus

CRAFT MIXERS



AVAILABLE IN 7.5oz 6pk CAN
Daiquiri | Margarita | Mojito | Whiskey Sour
(New)

SELECT FLAVORS AVAILABLE IN:
20oz 24pk Btlss | 2L 8pk Btlss
12oz 24pk Cans

2021 GROWTH BRANDS



Major Melon | Pepsi Zero | M.Dew Zero | Rockstar | PEP Energy | Dole Lemonade | LifeWTR TM | Bubby TM | SBX TM | Trop OJ/Pulp | Trop AJ | Naked Straw Ban | Naked M Mango | Propel TM

PEPSI BEVERAGE PRODUCT LIST 2021 - SINGLE SERVE

Contact your local Pepsi Rep or Location for additional questions on product and availability

ISOTONICS



AVAILABLE IN:

12oz 24pk | 20oz 24pk | 24oz 24pk 9C | 28oz 15pk | 32oz 12pk

Fruit Punch | Lemon Lime | Orange | Blue Raz | Strawberry Kiwi | Passionfruit | G2 Grape
 Flroca: Strawberry | Grape | Blue Cherry | Green Apple | Citrus Swish (New)
 Frost: Glacier Cherry | Riptide Rush | Glacier Freeze | Artic | Icy Charge
 Zero: Orange | Berry | Lemon Lime | Glacier Cherry | Glacier Freeze | Fruit Punch | Grape | Cool Blue (New)

GATORADE - ADVANCED HYDRATION



AVAILABLE IN 16.9oz 12pk

BOLT Energize Cherry Lime | Strawberry Lemon Passion Fruit
 BOLT Antiox: Mixed Berry | Tropical Mango W/tn Strawberry

GATORADE PROTEIN



AVAILABLE IN 11.16oz 12pk

Super Shake Chocolate
 Super Shake Vanilla

GATORADE BARS



AVAILABLE IN 2.10Z 12PK
 Chocolate Chip Cookie Dough

AVAILABLE IN 2.80Z 12PK
 Chocolate Caramel
 Chocolate Chip
 Chocolate Peanut Butter

GATORADE - ADVANCED HYDRATION



AVAILABLE IN 16.9oz 12pk
 Cool Blue (New)
 Glacier Cherry (New)
 Fruit Punch (New)



AVAILABLE IN 20oz 12pk
 Orange (New)
 Strawberry-Kiwi (New)

GATORADE - HYDRATION



AVAILABLE IN 20oz 24pk
 Berry | Grape | Kiwi-Straw | Straw-Lemon | watermelon | Mango (New)

AVAILABLE IN 20oz 24pk
 Immunity Lemon Bickbry (New)
 Immunity Orange Rasp (New)

AVAILABLE IN 20oz 12pk
 Vitamin Boost:
 Peach Mango | Strawberry Rasp

PLANT-BASED PROTEIN



AVAILABLE IN 12oz 12pk
 Double Chocolate (New) | Vanilla Bean (New)
 Berry Medley (New)

MUSCLE MILK - PROTEIN



AVAILABLE IN 14OZ 12PK
 Chocolate
 Vanilla
 Banna's & Crème
 Strawberry & Crème

AVAILABLE IN 14OZ 12PK
 Knockout Chocolate
 Go Bananas
 Intense Vanilla
 Slammin' Strawberr

TEA CRAFT



AVAILABLE IN 16OZ 12PK CAN
 Berry Red | Berry Blue

RTD - COFFEE



FRAPPS AVAILABLE IN
 9.5oz 15pk
 9.5oz 24pk
 13.7oz 12pk

Coffee | Mocha
 Vanilla | Caramel
 Dulce De Leche
 Toasted White Choc
 Butter Caramel w/ Cold Brew

Almond Milk:
 Mocha | Vanilla
 Chocolate Churno (New)
 Hazelnut Tira (New)
 Caramel Flann (New)

AVAILABLE IN 5.5oz 12pk CN
 Doubleshot
 Americano Espresso
 Cubano Espresso
 Salted Caramel Cream
 Doubleshot LT



AVAILABLE IN 8.6OZ 12pk CN
 Nitro Dark Caramel
 Nitro Vanilla
 Nitro Black
 Dark Cocoa Sweet Crea (New)



LIPTON



AVAILABLE IN 16.5oz 12pk

Sweet W/ Lemon | Diet W/ Lemon
 Extra Sweet
 Unsweetend | Unsweet W/ Lemon
 Sweet no Lemon
 Raspberry | Peach
 Not too Sweet GT Honey
 Unsweet GT Honey
 Tea & Lemonade
 Pomegranate
 Green Tea (New)
 GT W Passion (New)
 Hibiscus: Cherry | Mango | Peach



AVAILABLE IN 20oz 24pk
 Peach
 Green Tea Citrus
 Dt Green Tea Citrus

AVAILABLE IN 14oz GL 12pk
 Sorrento Lemon & HoneySuckle
 GT w/ Fuji Apple & Ginger
 Wild Blackberry & Sage
 His Passion Fruit & Pineapple

COLD BREW:
 Sweet Black Tea (NEW)
 Sweet Black Tea w/ Mango (NEW)
 Unsweet Black Tea (NEW)



AVAILABLE IN 1L 15pk
 Sweet w/ Lemon
 Raspberry
 Strawberry Melon
 Tea & Lemonade
 Lemonade | Pink
 Blueberry Lemonade
 Watermelon Lemonade
 Melon Lemonade
 Peach Tea
 Brisk Zero (NEW)



2021 INNOVATION



Major Melon | Pepsi Mango | M Dew Rise | EVOLVE | Bubly bounce | Gatorlyte | G Zer + Protein | GO Cool Blue | Pepsi Blue | DEW SA | M Dew Baja | STBX Cold Brew | Propel Immunity | LW Immunity

HYDRATION



NEW

AVAILABLE IN:

20oz 24pk Bottles | 16.9oz 24pk | 12oz 24pk | 1L 15pk | 16oz 24pk CN

FLAVORED



AVAILABLE IN 20oz 24pk

Grape
Wildberry

SPARKLING

AVAILABLE IN 20oz 24pk & 1L 15pk

Original
Lemon Lime
Raspberry Lime
Blackcherry



SPARKLING



AVAILABLE IN 12oz
8/3 24pk CN
16oz 12pk CN

Pineapple
Lime | Peach
Blackberry
Raspberry
Grapefruit | Strawberry
Lemon
Cherry
(White peach ginger
New)
(Blueberry
pomegranate - New)

AVAILABLE IN 12oz
8/3 24pk CN
16oz 12pk CN
Mango Passionfruit
Triple Berry
Blood Orange
Grapefruit

FLAVOR ENHANCED



AVAILABLE IN 20oz 12pk

Zero Calorie: Black & Blueberry | Fuji Apple-Pear
Yumberry Pomegranate | Strawberry Dragonfruit

PREMIUM HYDRATION

NEW



AVAILABLE IN 16.9oz
12pk & 1L 12pk
Naked Coconut Water



LIFE WTR

AVAILABLE IN:
20oz 24pk Bottles | 700ML 12pk | 1L 12pk | 1.5L 12pk

NEW



AVAILABLE IN 1L 12pk
LifeWTR Immunity
(New)



artesian water from norway



Available 375ml GL
24pk
Voss Still Water
Voss Sparkling Water

Available in 800ml GL
12pk
Voss Still Water
Voss Sparkling Water

AVAILABLE IN PLASTIC
330ML 6/4 - 24PK
500ML 6/4 - 24PK
850ML 6/2 - 12 PK
Voss Still Water

JUICE DRINKS - AMBIENT



AVAILABLE IN 15.2oz
12pk
Cranberry Cocktail
Cran-Grape



AVAILABLE IN 15.2oz
12pk
Apple Juice
Orange Juice
Trop Fruit Punch (New)



AVAILABLE IN 20oz 24pk
Pink Lemonade

AVAILABLE IN 10.1oz
24pk
Berry Burst | Strawberry
Raspberry
No Added Sugar - Apple
No Added Sugar - FP



AVAILABLE IN 10oz 24pk
Orange Juice
Apple Juice
Cranberry Cocktail



AVAILABLE IN 16.9oz 12pk
Blueberry Raspberry Rush
Tropical Fruit Fury
Cherry Berry Blast
Org/Straw/Ban Burst
Strawberry Kiwi Cyclone



AVAILABLE IN 32oz 12pk
Apple Juice
Orange Juice
Cranberry



AVAILABLE IN 2.8oz 12pk
Guac with Tostitos



AVAILABLE IN 2.8oz 12pk
Dark Chocolate w/ Pretzels

CHILLED



AVAILABLE IN 4.56oz 12pk
Classic
Roasted Red Pepper
Roasted Garlic



AVAILABLE IN 2.7oz 8pk
Avocado Toast

Tropicana



AVAIL In Sel Markets 6oz 48pk Carton
Pulp Free OJ | Apple Juice

AVAIL In Sel Markets 10oz 48pk Carton
Pulp Free OJ



AVAILABLE IN 14oz 12pk Carton
Original | Some Pulp | Lots Pulp

AVAILABLE IN 59oz 8pk Carton
Berry Punch | Fruit Punch | Tropical Punch
Grape Punch | Lemonade | Peach | Watermelon



AVAILABLE IN 12OZ 12PK
50 OJ with Calcium | No Pulp Original OJ | Some
Pulp Home Style OJ | Calcium + OJ | Apple Juice
Lemonade | Raspberry Lem | Cranberry Cocktail
Grape | Pineapple Mango | Watermelon
Ruby Red Grapefruit | Lemonade Tangerine
Summer Berry Bliss | Caribbean Sunset



AVAILABLE IN 52oz 6pk
PP Grovestand Lots Pulp | PP Homestyle Orange Juice
PP Original Orange Juice | PP Calcium Orange Juice
Lemonade | Mango Pineapple
Raspberry Lemonade | Watermelon

Naked



AVAILABLE IN 10oz 8pk
Naked Juice Well Being Mango

AVAILABLE IN 15.2oz 8pk | 64oz 6pk
Mighty Mango | Pina Colada | Kale Blazer
ANTIOX Berry Blast
SUPERFOOD: Green | Blue | Red Machine
Rainbow Machine (New)
PROTEIN: Protein Zone | DBL Berry
WELL BEING: Power C | Strwbry Banana
ENERGY: Org Mango Motion



AVAILABLE IN 15.2oz 6pk
MBK Ginger | MBK Pineapple Peach
MBK Grapefruit | MBK Raspberry lemon
MBK Tart Cherry | MBK Blueberry Basil
MBK Citrus | MBK Dragonfruit Lemongrass
ACV Tonic Turmeric

CHOBANI - AVAILABLE IN SELECT MARKETS



AVAIL In 5.3oz 12pk
Non-Fat Gk Ygt Biry
Non-Fat Gk Ygt Straw



AVAIL In 7oz 8pk
Low-Fat Strawberry Ban
Low-Fat Mixed Berry

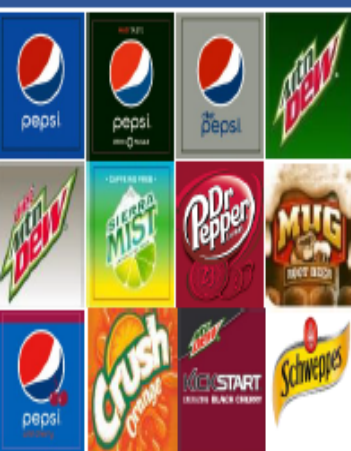


AVAIL In 10oz 8pk
Comp Strawberry Cm
Comp Mixed Berry Van



AVAIL In 10oz 8pk
Probiotic Pnapple Turmeric
Probiotic Cherry Hib Tea

CSD



5 GALLON BIB

Pepsi
Diet Pepsi
Mountain Dew
Dr. Pepper

3 GALLON BIB

Pepsi Zero
Sierra Mist
Diet M Dew
Mug
Crush Orange
Sch Ginger Ale
Kickstart Black Cherry

CRAFT COLA



AVAILABLE IN 3 GALLON BIB

Cola | Zero Cola | Black Cherry Tarragon
Agave Vanilla Cream Soda
Classic Root Beer

NON-CARBONATED



AVAILABLE IN 3 GALLON BIB

Brisk w/ Lemon | Brisk unsweet NL
Brisk Tea & Lemonade | Trop Fruit Punch
Tropicana Yellow/Pink Lemonade
Gator Fruit Punch | Gator Lemon Lime
Brisk Straw Melon | Sobe LW Yumberry Pom

LIPTON CONCENTRATE



AVAILABLE IN 3 GALLON BIB

Unsweetened Tea
Green Tea with Citrus

ENERGY



AVAILABLE IN 3 GALLON BIB

Rockstar (Coming 2021)

JUICE 3/1



AVAILABLE IN 1 GALLON BIB (3 PER BOX)

Apple Juice | Orange Juice
Cranberry | Grape
Orange Guava

ADDITIONAL BAR MIXERS



3 GALLON BIB

Dole Apple Juice
Dole Orange Juice
Dole Cranberry Cocktail
Dole Pineapple
Dole Grapefruit



Schweppes Ginger Ale
Schweppes Tonic



3 GALLON PRE-MIX BIB

A1's Sour Mix

SPARKLING WATER



AVAILABLE IN 3 GALLON BIB

Lime | Orange | Raspberry

FLAVOR SHOTS



1 GALLON BIB

Cherry
Lemon
Strawberry
Vanilla
Lime
Grape
Peach
Raspberry
(Pending Market Unit Availability)

SIBERIAN CHILL



3 GALLON BIB

Chill Cherry
Chill Blue Raspberry

SUPPLIES



CUPS

12OZ 2000PK
16OZ 1200PK
24OZ 1000PK
32OZ 480PK
44OZ 480PK
16OZ SBCH 1000PK

LIDS

12/16/24OZ 2000PK
32OZ 960PK
44OZ 960PK

16/24OZ SBCH 1000PK

BAR MIXERS



AVAILABLE IN 3 GALLON BIB
Alert Energy | Sweet & Sour | Margarita
AVAILABLE IN 2 GALLON BIB
Ginger Beer

Bar Mixer Information

1 - 3 Gallon Box of Margarita & Sweet Sour makes:



1 - 3gal BIB



1 - 3 Gallon Box of Alert Energy makes:



1 - 3 Gallon BIB



Core Brands

Additional Soda Options

Non-Carbonated Brand Options





PEPSICO



Foodservice

EQUIPMENT

WE OFFER A WIDE RANGE OF EQUIPMENT TO MEET YOUR NEEDS

Beverage Coolers

- Countertop Coolers
 - 6 cubic foot
- Single Door Coolers
 - 10, 12, 26 cubic foot
- Double Door Coolers
 - 33, 35, 45 cubic foot
- Triple Door Coolers
 - 72 cubic foot



WE OFFER A WIDE RANGE OF EQUIPMENT TO MEET YOUR NEEDS

Fountain Systems

- Self Serve Counter Top Fountain Units

- 6 valve, 8 valve, 10 valve
- Flavor Shot Option machines

- Crew Serve Drop In Fountain Units

- 6 valve, 8 valve, 10 valve

- Tea Systems

- Multi-Valve option
- Urn Style option

- Juice Systems

- 4 valve, 2 valve

- Siberian Chill Slush Units

- 2 Barrel



WE OFFER A WIDE RANGE OF EQUIPMENT TO MEET YOUR NEEDS

Vending Machines

- Stack Vendors

- Including Brand Specific & Hello Goodness Vendors
- Standard Stack Vendors
- High Visibility Stack vendors



- Glass Front Vendors

- Including Brand Specific & Hello Goodness Vendors
- Required placement location must be indoor due to Hot/Humid/Rainy weather conditions



- Card Readers

- All vendors to come with card readers for a cashless option to help maximize revenue



PEPSICO



Foodservice

PEPSI EQUIPMENT SERVICE

PEPSI EQUIPMENT SERVICE

Pepsi Equipment Repair Service Center

Service Response

- 8-Hour Response Time Coolers/Vendors
(Avg Response Time for the Tampa market area is approximately 4 hours)
- Minimized Down-time
- Highly Trained PepsiCo Technical Teams Based Locally



Service Center

- Calls Answered
365 Days – 24 Hr/Day
- Service Dispatched
24 Hour, 7 Days a Week
- Trained For Troubleshooting/Phone Repair
- Equipment will be replaced if needed after full assessment



PEPSI EQUIPMENT SERVICE

Equipment Order / Delivery

- Pepsi would align with the City of Miami Beach on the schedule of all equipment to be placed at the location and, over the term of the Partnership, would continue to evaluate the full scale of both retail and vending opportunities with the City of Miami Beach .
- All cooler and vending equipment ordered will traditionally have a lead time of 3-4 weeks depending on the type of equipment being requested and its current availability.
 - The removal of all existing vending equipment currently in place would be the responsibility of the previous vendor.
- Pepsi would ask that The City of Miami Beach provide a centralized point of contact for all equipment placements. All equipment moves and scheduling will be coordinated directly through that individual.

Vending Machine Service Repair Plan / Routine Care

- All equipment service / maintenance requests should be called into the Pepsi Equipment Service Repair line and scheduled accordingly for each piece of equipment on an as needed basis.
 - Each Pepsi asset will have the Pepsi Equipment Repair Service number located on it. It would be the responsibility of the customer to call in any & all service repairs as they are made aware of them to help prevent any delays in service and asset downtime.
- If at any time an asset is deemed non-repairable by one of our PepsiCo Service Technicians, or if an asset continues to experience repetitive issues, Pepsi will replace the asset with another machine.



PEPSICO



Foodservice

PEPSI SERVICE & DELIVERY

WORLD CLASS SERVICE INCLUDING ORDERING & DELIVERY

Pepsi Sales



- Review needs/orders and provide recommendations
- Providing Innovative products & distribution
- Call coverage based on business needs

Full Service Vending



- Keep vending machines in stock
- Priority escalation of all service issues
- Call coverage based on business needs

Delivery Rep



- Delivers products and accurate invoicing for your location
- Rotating inventory
- Deliveries based on business needs

**TEAM
COMMITMENT**

**KEEP YOU
IN STOCK**

**SERVICE & DELIVERY
TO SCHEDULE**

**BRANDS & PARTNERSHIP
TO DRIVE GROWTH**

PEPSI ORDERING & REPLENISHING

Methods

Pre-Sell

- Sales Representative visits your location weekly
- Knowledge about your consumers and beverage trends
- Addresses Issues and plans course of action.
- Insight into your order history
- Orders product via “Smart Sell” Technology
 1. Eliminates Out-Of Stocks
 2. Promotes Accurate Orders
 3. Controls Inventory
- Product Delivered 2 business days (48 hours) from time order is placed



Pepsi Direct

- PBC's Customer Service Center would call your account on mutually agreed upon days
- Knowledge of promotions
- Channel issues to local bottler for resolution
- Prior order history
- Product Delivered 2 business days (48 hours) from time order is placed



World Class Order & Delivery

- Option 1: One Dedicated **Pre-Sell** Representative for your location that calls on your location
- Option 2: **Pepsi Direct** Service for your location
- Product deliveries as needed on specified delivery days
- Appropriate and reasonable delivery schedule will be mutually agreed to between Pepsi and The City of Miami Beach
- All Products will be monitored for quality
- Invoice will be adjusted at time of delivery if any items are out of stock
- Pepsi delivery policy requires a customer signature acknowledging receipt of product at time of delivery
- Pepsi will provide special assistance during special events as mutually agreed upon

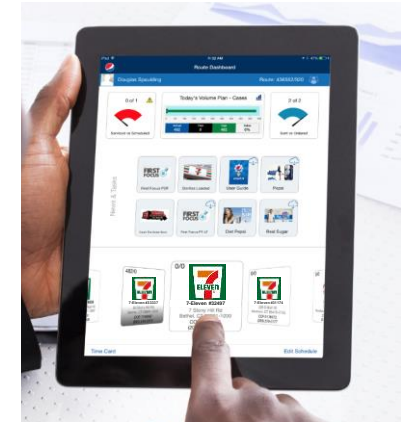
PEPSI ORDERING & REPLENISHING

PepsiCo's Sales Force are provided with the most technologically advanced sales tools to support our partners



Tools & Apps

- Powerful functionality to enable world-class selling
- Strong functionality for process support



SMARTSell is a Combination of Statistical Models and a Robust Order Process.

- Objective is to fully supply for demand while also minimizing backroom inventory
- Our Category Is Highly Price Sensitive & Seasonal Therefore...
*...We Forecast Sales Demand,
...We Do Not Replenish!*
- We Own the Software Code for Maximum Flexibility

Sales Plan			
	Week 1	Week 2	Week 3
Total Volume			
Prior Year	3,192	4,564	4,345
Plan	4,095	4,095	4,095
Actual	3,645	0	0
+/- v PY	453	-4,564	-4,345
+/-	-450	-4,095	-4,095
Cold Drink Volume			
Prior Year	1,351	1,426	1,373
Plan	1,600	1,600	1,600
Actual	1,165	0	0
+/- v PY	-186	-1,426	-1,373
+/-	-435	-1,600	-1,600
Take Home Volume			
Prior Year	1,841	3,138	2,972

Delivery Days

Delivery Date for this order
Thursday, 12/27/2007

Delivery Date for next order
Tuesday, 1/1/2008

24hr Delivery 48hr Delivery

Based on your selection of delivery dates, this order will need to last:
5 day(s).

Net Inventory

Item	Disp	NI
12OZ CN 12/2 FM (12PACK)		
PEPSI		10
DIET PEPSI		5
MTN DEW		-5
DT MTN DEW		-5
DR PEPPER		
DT DR PEPPER		
CF PEPSI		
CF DT PEPSI		
SIERRA MIST		

UPC: 078000082166

Back Room: 0 (Floor) 0

Suggested Order

(9/30/07-1/31/08) Net Price \$7.45

Products	Price	Sugg	Qty
BRISK SWL	7.45	10	10
DT BRISK WL	7.45	6	6
MT DEW CRED	7.45	4	4
DT MT DEW CRED			4
PEPSI WILD CHE			9
DT PEPSI WILD CHR			7
PEPSI ONE			7

NI Disp Qty Retail Ord Qty

0 0 1 4.49 1

Plan Gap: 250 Cases: 20 Amt: \$149.00

Order Messaging

Orange Crush 20oz is new item. Place in cooler.

Wireless Transfer

PEPSI VENDING SERVICE

Vending Machine Service : Technology / Optimization

- Technology Enhancements

- Telemetry/Easitrax ensures accurate and regular product service to each machine, improves inventory management, & ensures product selection maximization
 - Live, Wireless Data on Vending Assets
 - Accountability Controls
 - Proprietary Forecast for Routing
 - Improves In-stock Levels
 - Space to Sales Optimization
 - Real Time Machine Throughput Data

- Cashless Options

- Card Readers will ensure all consumers have the best possible experience when making a purchase

- Vendor Optimization

- Evaluation of each machine to ensure space to sales is maximized in order to increase volume, revenue and commissions based on consumer trends for your location





PEPSICO



Foodservice

FINANCIAL COMMITMENT

CITY OF MIAMI BEACH FINANCIALS



	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	TOTAL
Program Element	Partnership Funding										
Annual Support Funds	\$ 70,000	\$ 75,000	\$ 80,000	\$ 85,000	\$ 90,000	\$ 95,000	\$ 100,000	\$ 105,000	\$ 110,000	\$ 115,000	\$ 925,000
Rebates \$1 case and gallons	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 240,000
Marketing Funds \$.75 cs/gal	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 180,000
FSV Commisions	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 21,000	\$ 210,000
SUBTOTAL CASH PAYMENTS	\$ 133,000	\$ 138,000	\$ 143,000	\$ 148,000	\$ 153,000	\$ 158,000	\$ 163,000	\$ 168,000	\$ 173,000	\$ 178,000	\$ 1,555,000
Complimentary Product	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 40,000
Sustainability Fund	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 250,000
Community Outreach Programs	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 200,000
Equipment and Free Service	\$ 150,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 285,000
SUBTOTAL IN-KIND VALUE	\$ 199,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 775,000
GRAND TOTAL	\$ 332,000	\$ 202,000	\$ 207,000	\$ 212,000	\$ 217,000	\$ 222,000	\$ 227,000	\$ 232,000	\$ 237,000	\$ 242,000	\$ 2,330,000

Annual Support Funds - index years 2-10 to 24,000 case and gallon annual volume .

Rebates - Estimated on 24,000 case and gallon annual volume .

Marketing Funds - Estimated on 24,000 case and gallon annual volume.

FSV Commisions are based on 1,000 case annual volume at 40%.

\$ 2,330,000 for 10 Year Agreement

Proposal based on exclusive PepsiCo products except Energy.

Exclusivity in the following Liquid Refreshment Beverage (LRB) categories:

Carbonated Soft Drinks (CSD), Bottled Water (all categories including premium, sparkling/carbonated, still),

Isotonics, Tea, Juice/Juice Drinks, Coffee, Value Added Protein, Mixers and all other non-alcoholic LRB categories

BOTTLE & CAN PRICING



Item Description

12 oz. Aluminum CSD Cans
 12 oz. Aluminum Lipton Cans
 12 oz. Aluminum Dr. Pepper Cans
 16oz . Proud Source Water
 20oz Gatorade, Gatorade Zero
 16oz Aluminum Mt. Dew Kickstart
 16 oz. Aluminum Bubly Sparkling Water
 13.7oz Starbucks Frappuccino
 7.5 oz. Can Schweppes Ginger, Tonic
 12oz Tropicana Premium Juices

On Invoice		
Case Count	Case Cost	Unit Cost
24	\$ 12.40	\$ 0.52
24	\$ 12.40	\$ 0.52
24	\$ 12.40	\$ 0.52
24	\$ 28.35	\$ 1.18
24	\$ 25.75	\$ 1.07
12	\$ 13.40	\$ 1.12
12	\$ 11.00	\$ 0.92
12	\$ 25.75	\$ 2.15
24	\$ 12.80	\$ 0.53
12	\$ 18.00	\$ 1.50

\$1 per case rebate plus \$0.75 per case marketing rebate generated for each case purchased during contract term

FOUNTAIN PRICING



Item Description	On Invoice			
	Gallons	Price per Gallon	BIB Price	Per Oz. Cost
Pepsi, Diet Pepsi, Wild Cherry Pepsi	5	\$ 18.34	\$ 91.70	\$ 0.024
Sierra Mist, Dew, Dt. Dew, Mug	5	\$ 18.34	\$ 91.70	\$ 0.024
Tropicana Lemonade & Fruit Punch	5	\$ 18.34	\$ 91.70	\$ 0.024
Dr Pepper, Dt. Dr Pepper, Crush	5	\$ 18.34	\$ 91.70	\$ 0.024
Brisk (Lemon, Unsweet, Raz)	5	\$ 18.34	\$ 91.70	\$ 0.024
Lipton Tea (Sweet, Green Tea, Peach)	5	\$ 18.34	\$ 91.70	\$ 0.024
Lipton Tea (Unsweet)	5	\$ 18.34	\$ 91.70	\$ 0.024
Dole Homestyle Lemonade	3	\$ 18.34	\$ 55.02	\$ 0.024
Gatorade	3	\$ 23.46	\$ 70.38	\$ 0.031
Mixers (Ginger Ale & Tonic)	3	\$ 18.34	\$ 55.02	\$ 0.024
Dole Juices (Orange, Cranberry, Apple)	3	\$ 35.28	\$ 105.84	\$ 0.046

\$1 per case rebate plus \$0.75 per case marketing rebate generated for each gallon purchased during contract term

5 gallon box counts as 5 units, 3 gallon box 3 units for rebate calculation

SUSTAINABILITY SUPPORT

Pepsi will maintain a Sustainability Fund each year of the agreement term for The City of Miami Beach with a focus on recycling / sustainability efforts. This fund can be utilized to purchase, mutually agreed upon, items designed to support The City of Miami Beach sustainability initiatives.



\$25,000 value Annually

*Not Cash Convertible

IN-KIND SUPPORT / FREE GOODS

- Pepsi will provide up to 400 cases of Free Goods Annually to be used to support events, fundraisers, etc for the City of Miami Beach
- Pepsi requires there be a main point of contact at The City of Miami Beach to manage all free product requests and tracking
- Approved In-Kind Support packaging would include:
 - 12 oz. Carbonated Soft Drink Can
 - 16 oz. Proud Source Aluminum Bottle



**Estimated Annual
Value of \$4,000***

**Not Cash Convertible. The estimate provided is based on a blended product cost of the approved products.*

EQUIPMENT INVESTMENT

- Pepsi will provide the city of Miami Beach mutually agreed equipment at no cost including the installations.
- All Service and Repair calls will be done at no cost to the City.
- All vendors to come with card readers for a cashless option to help maximize revenue.
- Any type of equipment will be replaced if needed after full assessment.
- Highly trained PepsiCo Technical teams based locally will service the equipment.
- Reliable and Local response time.



**Estimated Total Value
of \$150,000***

**Not Cash Convertible. The estimate provided is based on an equipment and labor cost.*



Drive Future Growth with PepsiCo

THANK YOU

