

MEMO

DATE: January 11, 2013

TO: Scott Schroyer, Assistant City Manager

FROM: Trent Wash, Manager/Superintendent - Ellsworth Meadows

RE: Pouring Rights Bid

Attached is information regarding the bid received for beverage pouring rights at Ellsworth Meadows Golf Club. The summary is as follows:

History: Our beverage vendor for the last 13 years has been Pepsi of America. The contract with Pepsi was set to expire at the end of December 2012. Bid documents were advertised in December and Pepsi was the only response that we received. The representative from Coke was not able to meet the deadline provided.

Bid Specifications: The Pepsi bid contained product and incentives of the following

- One time upfront payment of \$12,000
- In year 2 and 4 Pepsi will provide \$2500 in support funds
- Pepsi will rebate #3.75 on all 24 pack products
- Pepsi will rebate \$2.22 on all 12 pack products
- National PGA Program will rebate \$2.99/gallon on all fountain products and \$.75 on all 24 pack product

The total rebate and incentive funding is valued at \$40,604 over the 7 year agreement

Recommendation: The historicity of our relationship with Pepsi has been favorable and successful. We would recommend that Pepsi be awarded the bid as the lowest and most responsible bidder.

Brandi Brown- Food Services Sales/Recreation and Retail
Pepsi Beverages Company
2351 Edison Blvd.
Twinsburg, Ohio 44087

330-963-5536