

Profits from the BEST

Ellsworth Meadows Golf Club



SIGN ON WITH THE BEST...

Brand names that consumers prefer

Equipment that delivers top quality

Service that never lets you down

Targeted Marketing support from the BEST in the industry

Partner with Pepsi as Your BEST Beverage Choice!



Agenda

- Purpose
- Compensation
- Equipment
- Support
- References
- Products
- Contracts

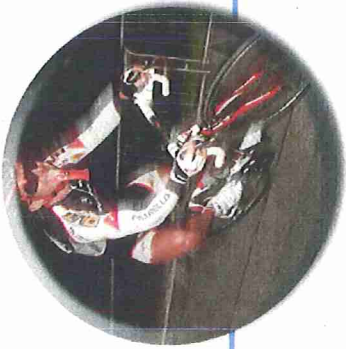


Beverage Consumption Trends



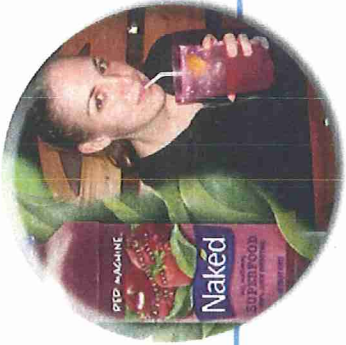
Economic Downturn

- Foodservice Growth at only +1.8%; Key Beverage negative growth -2.0%
- Consumers driven by Value (Value = benefit/price)



Speed of Life

- Foodservice Dine-In contracted from 65% 1978 to 39% 2008
- Lunch/ Supper Dining Incidents flat to down; Snacking up



Health & Wellness

- Functional beverages that promote 'Be Good' in demand
- **Increased** availability of nutraceuticals, proteins, anti-oxidants and non-caffeinated ingredients



Variety & Functional Beverages

- Demand for variety continues to grow and beverage offerings continue to expand to satisfy evolving consumer needs
- Specialty Beverages which include Frozen, Dairy, Smoothies is one-tenth size of key beverages but growth in past five years has been robust





Share Leadership/Brand Preference



About Us

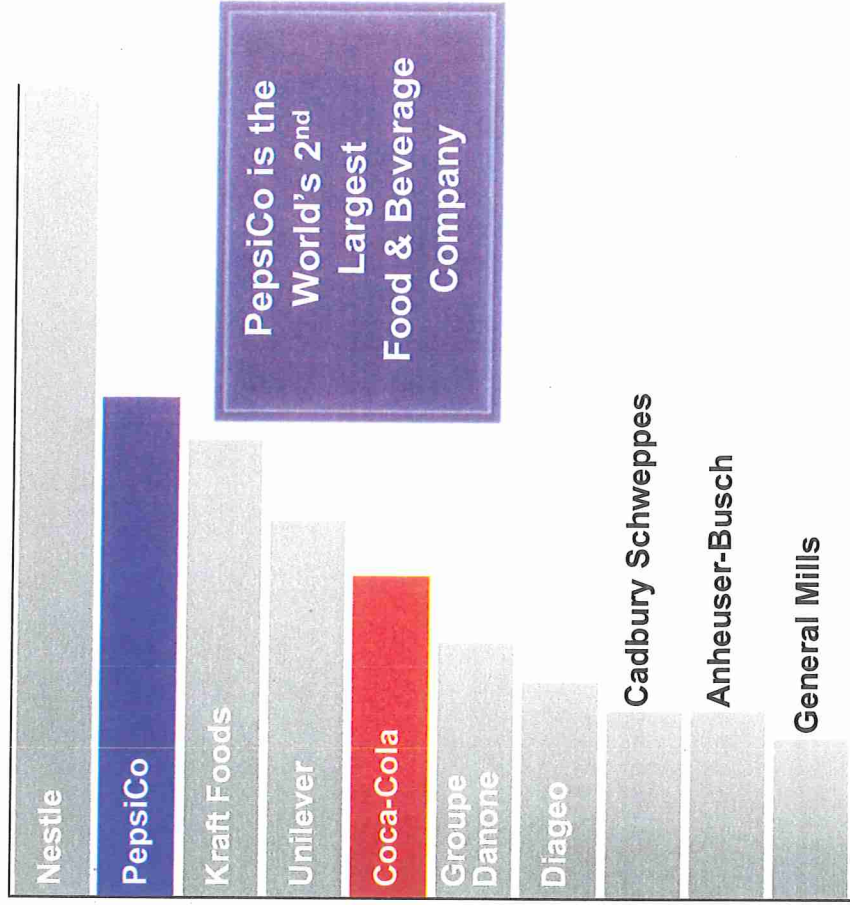


PEPSICO



Is a \$40 Billion Dollar Food & Beverage Company

Top Branded Food & Beverage Manufacturers



PepsiCo is the World's 2nd Largest Food & Beverage Company

0 10 20 30 40 50 60



\$ Net Sales in Billions Food and Beverage Sales. Excludes food ingredients, pet and agricultural products. Includes fruit and dairy.

Equipment & Service

- State of the art equipment for all your needs including fountain and bottle/can.
- Unparalleled service and delivery.
- Tell-sell ordering process by our state of the art Pepsi Direct Customer Service Center.
- Delivery is a "One Stop Shop" including: Fountain Products, Cups, CO2, Bottles and Cans



Pepsi Vendor



Glass Front Vendor



HWV Vendor



Floor Model Cooler



Intellicarb Quality

Pepsi's System Delivers Consistent Quality



- ✓ Bottle & Can Quality at Fountain keep you pouring Pepsi
- ✓ Clean fresh taste from ingredient quality water.
- ✓ Ingredient quality CO₂ gas and consistent carbonation "volumes", performance.
- ✓ Same flavor and taste delivered with trademark quality (BRX) ratio control.



PEPSI BEVERAGES COMPANY



Proposal



7 Year Beverage Agreement

Through the development of a 7 year exclusive agreement PepsiCo agrees to support Ellsworth Meadows Golf Club with the following:

- A. PepsiCo will provide a one time upfront payment of \$12,000 upon signing of new agreement
- B. In year 2 and 4 PepsiCo will provide \$2,500 for support funds
- C. PepsiCo will rebate \$3.75/case on all 24pk product and \$2.00/case on all 12pk product(excluding cans)
- D. National PGA Program will rebate annually \$2.00 per gallon on Fountain Products and \$.75 per 24pk case(excluding cans)
- E. Current Pepsi Bottle and Fountain pricing attached and will be held to a maximum 7% annual increase

Proposal completed by *Bonnie Jean*



Financial Summary

	<u>Year 1</u>	<u>Year 2 & 4</u>	<u>Total To Year 7</u>
✓ Upfront Funding	\$12,000		\$12,000
✓ Support Funding		\$2,500	\$ 5,000
✓ Bottled Product Rebate	\$2,298		\$20,986
✓ Estimated Fountain Gallon Rebate	<u>\$374</u>		<u>\$2,618</u>
Total Funding	\$15,372		\$40,604



NEO Bottles to Go

12 OZ CANS - \$10.75cs. 24pk



CRUSH CHERRY
CRUSH GRAPE
CRUSH ORANGE
CRUSH STRAWBERRY
DR. PEPPER
DR. PEPPER CHERRY
DR. PEPPER DIET
DR. PEPPER DT
DR. PEPPER DT CHERRY
DR. PEPPER DT CHRY VAN
DR. PEPPER HERITAGE
LIPTON BRISK
LIPTON BRISK DT
LIPTON BRISK FRUIT PUNCH
LIPTON BRISK LEMONADE
LIPTON BRISK PINK LEMONADE
LIPTON BRISK RASPBERRY
LIPTON BRISK STRW MLN
LIPTON SWEET
LIPTON W/LEMON
MTN. DEW
MTN. DEW CODE RED
MTN. DEW CODE RED DT
MTN. DEW DIET
MTN. DEW LIVE WIRE
MTN. DEW LIVE WIRE
MTN. DEW THROWBACK
MUG
MUZ
PEPSI
PEPSI CF
PEPSI CF DT
PEPSI DT
PEPSI DT LINE
PEPSI DT VANILLA
PEPSI MAX
PEPSI ONE
PEPSI THROWBACK
PEPSI WILD CHERRY
PEPSI WILD CHERRY DT
SIERRA MIST DT
SIERRA MIST NATURAL
SIERRA MIST NTRL CRAN
SIERRA MIST NTRL CRAN S.F



3 OZ CANS - \$9.85cs. 24pk

PEPSI
PEPSI DT
PEPSI CF DT
MTN. DEW
SIERRA MIST NATURAL
SIERRA MIST DT
DR. PEPPER
DR. PEPPER DT
SCHWEPES GINGERALE
SCHWEPES GINGERALE DT

20 OZ WATER - \$17.07cs 24pk



AQUAFINA
AQUAFINA SPLASH GRAPE
AQUAFINA SPLASH LEMON
AQUAFINA SPLASH RASPB
AQUAFINA SPLASH STR KIWI
AQUAFINA SPLASH WLD BRRY

20 OZ BOTTLES - \$26.64cs. 24pk
2 LITERS - \$11.92cs 3pk
* indicates 20oz only



CRUSH CHERRY
CRUSH GRAPE
CRUSH ORANGE
CRUSH STRAWBERRY
DR. PEPPER
DR. PEPPER CHERRY
DR. PEPPER CHERRY DT
DR. PEPPER DT
DR. PEPPER HERITAGE*
LIPTON BRISK W/LEMON
LIPTON BRISK NO LEMON
LIPTON BRISK FRUIT PUNCH
LIPTON BRISK STRAWBERRY MEL.
LIPTON ICED TEA
LIPTON GREEN TEA*
LIPTON GREEN TEA DT*
LIPTON ICED TEALEMONADE*
LIPTON WHITE TEA RASP*
LIPTON WHITE TEA RASP DT*
MTN. DEW
MTN. DEW CODE RED
MTN. DEW LIVE WIRE
MTN. DEW LIVE WIRE
MTN. DEW THROWBACK*
MTN. DEW VOLTAGE
MUG
PEPSI
PEPSI CF
PEPSI CF DT
PEPSI DT
SIERRA MIST NATURAL
SIERRA MIST NTRL CRAN
SIERRA MIST NTRL CRAN S.F



15.2 OZ - \$14.16 12pk

OCSP 100% APPLE
OCSP 100% BLUEBERRY
OCSP 100% ORANGE
OCSP 100% RUBY RED
OCSP CRANBERRY
OCSP CRAN-GRAPE

GATORADE



20 OZ BOTTLE - \$25.62cs. 24pk

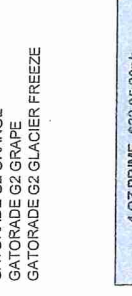
GATORADE COOL BLUE
GATORADE FIERCE GRAPE
GATORADE FRUIT PUNCH
GATORADE GLAC. FREEZE
GATORADE LEMON LIME
GATORADE ORANGE
GATORADE RIPTIDE RUSH
GATORADE AM ORANGE STRWBRY
GATORADE G2 BLUE/POIM
GATORADE G2 FRUIT PUNCH
GATORADE G2 GLAC. FREEZE
GATORADE G2 GRAPE
GATORADE G2 LEM/LIME
GATORADE G2 ORANGE



12 OZ BOTTLES - \$19.33cs. 24pk

GATORADE ALL STARS BERRY
GATORADE ALL STARS ICE PUNCH
GATORADE ALL STARS LEMON LIME
GATORADE G2 ORANGE
GATORADE G2 GRAPE
GATORADE G2 GLACIER FREEZE

STARBUCKS



9.5 OZ - \$18.50 12pk

FRAPPUCCINO COFFEE
FRAPPUCCINO MOCHA LITE
FRAPPUCCINO VANILLA LITE
FRAPPUCCINNO MOCHA

4 OZ PRIME - \$22.95 20pk

GATORADE PRIME BERRY
GATORADE PRIME FRUIT PUNCH
GATORADE PRIME ORANGE

16.9 OZ RECOVER - \$21.09 12pk

GATORADE RECOVER LL ORANGE
GATORADE RECOVER MIXED BERRY
GATORADE RECOVER STRW/KIWI

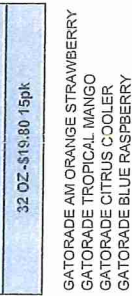
20 OZ PROPEL - \$26.40 24pk

PROPEL 0CAL BERRY
PROPEL 0CAL GRAPE
PROPEL 0CAL KIWI STRW
PROPEL 0CAL LEMON

10 OZ GLASS - \$13.44cs. 24pk

SCHWEPES CLUB SODA
SCHWEPES GINGERALE
SCHWEPES TONIC
SCHWEP TONIC/QUI DT

GATORADE



32 OZ - \$19.80 15pk

GATORADE AM ORANGE STRAWBERRY
GATORADE TROPICAL MANGO
GATORADE CITRUS COOLER
GATORADE BLUE RASPBERRY
GATORADE FIERCE GRAPE
GATORADE FIERCE STRAWBERRY
GATORADE FIERCE MELON
GATORADE GLACIER FREEZE
GATORADE FRUIT PUNCH
GATORADE LEMON LIME
GATORADE ORANGE
GATORADE BERRY RAIN
GATORADE LIME RAIN
GATORADE RIPTIDE RUSH
GATORADE X-FACTOR FRTPUNCH WLD BRY
G2 LEMON LIME
G2 FRUIT PUNCH
G2 FIERCE GRAPE
G2 ORANGE
G2 BERRY POMEGRANATE
G2 GLACIER FREEZE
G2 RASPBERRY MELON

STARBUCKS



9.5 OZ - \$18.50 12pk

FRAPPUCCINO COFFEE
FRAPPUCCINO MOCHA LITE
FRAPPUCCINO VANILLA LITE
FRAPPUCCINNO MOCHA

13.7 OZ - \$22.61 12pk

FRAPPUCCINO COFFEE
FRAPPUCCINO DARK CHOC MOCHA
FRAPPUCCINO MOCHA LITE
FRAPPUCCINO VANILLA
FRAPPUCCINNO MOCHA

6.5 OZ - \$45.19 24pk

STARBUCKS DOUBLE SHOT
STARBUCKS DOUBLE SHOT LITE

15 OZ - \$25.44 12pk

STARBUCKS ENERGY + COFFEE MOCHA
STARBUCKS ENERGY + COFFEE COFFEE
STARBUCKS ENERGY + COFFEE VANILLA
STARBUCKS ENERGY + COFFEE VANILLA LT

9.5 OZ - \$25.44 24pk

SEATTLE'S BEST ICED LATTE
SEATTLE'S BEST ICED MOCHA
SEATTLE'S BEST ICED VANILLA

SEATTLE'S BEST
SEATTLE'S BEST ICED VANILLA
SEATTLE'S BEST ICED MOCHA
SEATTLE'S BEST ICED LATTE
SCHWEPES TONIC/QUI DT
SCHWEPES GINGERALE
SCHWEPES CLUB SODA
DR PEPPER
PEPSI
PEPSI DT
PEPSI DT

13.5oz Plastic - \$15.96 12pk



LIPTON PURE LEAF PEACH
LIPTON PURE LEAF EXTRA SWEET
LIPTON PURE LEAF GREEN WH/HONEY
LIPTON PURE LEAF RASPBERRY
LIPTON PURE LEAF SWEET N/LEMON
LIPTON PURE LEAF SWEET W/LEMON
LIPTON PURE LEAF UNSWEET N/LEMON

20OZ PLASTIC - \$15.72 12pk

SOBE ENERGY CITRUS
SOBE ENERGY GREEN TEA
SOBE POWER FRUIT PUNCH
SOBE LEAN FUJI APPLE CRANBRY
SOBE LEAN HONEY GREEN TEA
SOBE LEAN RASPBERRY LEMON
SOBE PINA COLADA
SOBE STRW BANANA
SOBE STRW DAQUIRI

20OZ PLASTIC - \$16.56 12pk

SOBE LIFEWATER BLACKBERRY/GRAPE
SOBE LIFEWATER CHERIMOYA
SOBE LIFEWATER AGAVE LEMONADE
SOBE LIFEWATER STRWBRY/KIWI
SOBE LW OCAL STRWBRY/DRAGONFRUIT
SOBE LW OCAL ACAI FRT PUNCH
SOBE LW OCAL BLACKBLUBERRY
SOBE LW OCAL FUJI APPLE PEAR
SOBE LW OCAL MANGO MELON
SOBE LW OCAL STRWBRY/APRICOT
SOBE LW OCAL YUMBERRY/POIM
SOBE LW COCONUT WATER PACIFIC
SOBE LW COCONUT WATER MANGO
SOBE LW COCONUT WATER NECTARINE

1 LITER WATER - \$15.30 15pk

AQUAFINA

1 LITER - \$18.45 15pk

LIPTON BRISK TEA/LEM
LIPTON BRISK LEMONADE
LIPTON BRISK PEACH
LIPTON BRISK PK LEMONADE
LIPTON BRISK STRAW/EL
LIPTON RASPBERRY
LIPTON SWEET
LIPTON SWEET W/LEMON
MTN. DEW
MTN. DEW CODE RED
MTN. DEW DT
PEPSI
DR PEPPER
SCHWEPES CLUB SODA
SCHWEPES GINGERALE
SCHWEPES TONIC/QUI DT.
SCHWEPES TONIC

16 OZ ENERGY - \$50.67 24pk



ROCKSTAR ORIGINAL
ROCKSTAR SUGAR FREE
ROCKSTAR ZERO CARB
ROCKSTAR PUNCHED
ROCKSTAR CITRUS PUNCH
ROCKSTAR JUICED MANGO
ROCKSTAR JUICED GUAVA
ROCKSTAR JUICED POMEGRANITE
ROCKSTAR COLA
ROCKSTAR RECOVERY
SOBE NO FEAR S.F.
AMP
AMP SUGAR FREE
AMP OVERDRIVE CHERRY
AMP TRACTION GRAPE
AMP RE/LAUNCH ORANGE
AMP ELEVATE BERRY
AMP LEMONADE
AMP LEMONADE S.F.

15 OZ - \$24.60 12pk

ROCKSTAR ROASATED MOCHA
ROCKSTAR ROASATED LATTE
ROCKSTAR ROASATED VANILLA LT

24 OZ - \$28.75 12pk

AMP
ROCKSTAR ORIGINAL
ROCKSTAR SUGAR FREE
ROCKSTAR ZERO CARB
ROCKSTAR PUNCHED
ROCKSTAR RECOVERY

14 OZ - \$29.91 12pk

MUSCLE MILK BANANA
MUSCLE MILK CHOCOLATE
MUSCLE MILK CHOC. MALT
MUSCLE MILK STRAWBERRY
MUSCLE MILK VANILLA
MUSCLE MILK VANILLA LIGHT
MUSCLE MILK CHOCOLATE LIGHT

POSTMIX NATIONAL ACCOUNT PRICES - EFFECTIVE JANUARY 1, 2013

Price per post-mix gallon, except where otherwise noted

CARBONATED FOUNTAIN BEVERAGES



	5 Gal. BIB	3 Gal. BIB
Pepsi / Diet Pepsi	\$12.51	\$12.94
Caffeine Free Pepsi	\$12.51	\$12.94
Wild Cherry Pepsi	\$12.51	\$12.94
Pepsi MAX	\$12.51	\$12.94
Caffeine Free Diet Pepsi	\$12.51	\$12.94
Mountain Dew / Diet Dew	\$12.51	\$12.94
Mountain Dew Code Red	\$12.51	\$12.94

	5 Gal. BIB	3 Gal. BIB
Sierra Mist/Diet Sierra Mist	\$12.51	\$12.94
Mug Root Beer	\$12.51	\$12.94
Tropicana Orange Twister	\$12.51	\$12.94
Manzanita Sol	\$12.51	\$12.94
Mirinda Strawberry	\$12.51	\$12.94
Patio Flavors	\$12.51	\$12.94

ICED TEA

A bold, chuggable, and refreshing flavor forward iced tea experience

The great taste of fresh brewed iced tea in ready-to-use formats



	5 Gal. BIB	3 Gal. BIB
Brisk Raspberry	\$12.51	\$12.94
Brisk Peach	\$12.51	\$12.94
Brisk Sweetened	\$12.51	\$12.94
Brisk Sweetened with Lemon	\$12.51	\$12.94
Brisk Extra Sweet	\$12.51	\$12.94
No Calorie Green with Peach	\$12.51	\$12.94
Brisk Unsweetened	\$11.66	\$12.07



	3 Gal. BIB
Lipton Liquid Concentrate Brewed Tea	
Unsweetened	\$15.08
Sweetened	\$16.64
Green Tea with Citrus	\$16.64

JUICE, JUICE DRINKS & ENERGY



	5 Gal. BIB	3 Gal. BIB
Lemonade	\$12.51	\$12.94
Pink Lemonade	\$12.51	\$12.94
Sugar Free Lemonade	\$12.51	\$12.94
Fruit Punch	\$12.51	\$12.94



	1 Gal. BIB	3 Gal. BIB
100% Apple Juice	\$27.04	\$24.96
15% Cranberry	\$27.04	\$24.96
100% Grapefruit	\$27.04	\$24.96
100% Grape	\$27.04	
20% Guava	\$27.04	
10% Kiwi Strawberry	\$27.04	\$24.96
100% Orange Juice	\$27.04	\$24.96
20% Passion Orange Guava	\$27.04	
20% Passion Orange Mango	\$27.04	\$24.96
30% Golden Pineapple		\$24.96
40% Pink Grapefruit	\$27.04	



Citrus Energy		\$13.60
Lean Cranberry Grapefruit		\$13.60



	1.5 Gal. BIB
Amp Decibel	\$49.87



Sour Mix	\$23.83
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FROZEN

Frozen Slush

A totally cold, deliciously bold frozen uncarbonated beverage

Red Cherry	Blue Raspberry
Orange Frost	Strawberry Melonade
Pink Freezonade	Serious Strawberry



Fruit Refreshers

Premium frozen experience with real juice, natural flavors & no HFCS

Cherry Pomegranate
Orange Pineapple
Strawberry Passion Fruit

Frozen Carbonated Beverages



	5 Gal. BIB	3 Gal. BIB
Pepsi Freeze	\$14.19	\$14.57
Mountain Dew Freeze	\$14.19	\$14.57
Fruit Works Freeze	\$14.19	\$14.57

Please contact the National Accounts Volume and Pricing Resolution Team at 1-800-431-1707, for rates not published on this list.

Contact your PepsiCo Sales Representative about other limited edition flavors



Next Steps

- ✓ Agree on a Partnership
- ✓ Sign an Exclusive Agreement
- ✓ Start growing your business with Pepsi

