



District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/ 794-2000

Heather Fiorentino, Superintendent


www.pasco.k12.fl.us

Department of Purchasing
Kendra Goodman, CPPO, CPPB, Purchasing Agent
813/ 794-2221 Fax: 813/ 794-2111
727/ 774-2221 TDD: 813/ 794-2484
352/ 524-2221 e-mail: kgoodman@pasco.k12.fl.us

June 21, 2011

MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPB, Purchasing Agent 

RE: Trident Beverage d/b/a Juice Alive
Permission to Tag-On to Alachua County Public Schools
Bid #10-07: 100% Fruit Slushes

Per DOE Rule 6A-1.012(5) the District is permitted to tag-on to bids from other governmental entities, should it choose to do so. We are requesting permission to utilize Alachua County Public Schools Bid #10-07: 100% Fruit Slushes from July 1, 2011 through November 16, 2011.

Tom Broadway, National Sales Manager, Trident Beverage d/b/a Juice Alive, has agreed to extend the terms and conditions of Bid #10-07: 100% Fruit Slushes Food Service to our District - see attached.

Food and Nutrition Services estimates an 8 ounce serving cup would cost approximately \$.30 with a sell price of \$.75, yielding a profit of \$.45 per 8 ounce serving. The product would generate approximately \$142 profit per case. Food and Nutrition Services anticipates they will purchase 2,600 cases which will be an approximate expenditure of \$220,000, using Special Revenue funds, and in return they are anticipating to generate an overall profit of approximately \$370,000.

Should you have any questions regarding this matter, or if I can be of further assistance, please feel free to contact me at your earliest convenience.

KDS/dr

Date/Time: June 14, 2011 @ 08:30:00



District School Board of Pasco County

20430 Gator Lane • Land O' Lakes, Florida 34638 • 813/794-2221

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REQUEST FOR PROPOSAL PIGGYBACK REQUEST ALACHUA COUNTY PUBLIC SCHOOLS RFP # 10-07: BID TITLE: 100% FRUIT SLUSHES

Yes, I agree to renew Bid #10-07 under the same terms and conditions as the existing bid. The second year period shall be from July 1, 2011 through November 16, 2011.

No, I do not agree to renew Bid #10-07

COMPANY NAME: Trident Beverage d/b/a Juice Alive

SIGNATURE: [Signature] - Tom Broadway

TYPED NAME AND TITLE: Norman Todd, National Sales Manager

TELEPHONE (WITH AREA CODE): 334-703-7441

FAX NUMBER (WITH AREA CODE): 334-290-0430

E-MAIL: buddytodd@juicealive.net

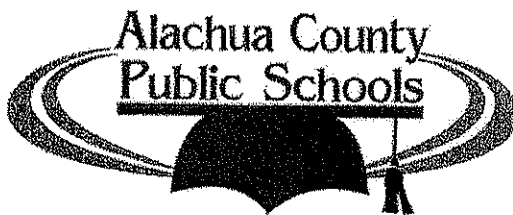
DATE: June 9, 2011

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE FAX BACK TO: DISTRICT SCHOOL BOARD OF PASCO COUNTY
ATTENTION: Debra Reaves, Buyer Assistant
PURCHASING DEPARTMENT
20430 GATOR LANE
LAND O' LAKES, FL 34638
(813) 794-2219 (PHONE)
(813) 794-2111 (FAX)

BOARD MEMBERS

April M. Griffin
Carol Oyenarte
Gunnar F. Paulson, Ed.D.
Eileen F. Roy
Barbara Sharpe



620 E. University Avenue
Gainesville, Florida 32601
www.sbac.edu
(352) 955-7300
Fax (352) 955-6700
Suncom 625-7300
Suncom Fax 625-6700

SUPERINTENDENT OF SCHOOLS

W. Daniel Boyd, Jr., Ed.D.

May 31, 2011

Attn: Mr. Buddy Todd
Trident Beverage d/b/a Juice Alive
23611 Litchfield Bend Land
Katy, Texas 77494

RE: RFP #10-07 – 100% Fruit Slushes – **Contract Renewal Request**

Dear Mr. Todd:

The contract with your company to provide 100% fruit slushes in accordance with the referenced RFP will expire November 16, 2011. The District is in favor of renewing this agreement for one year, beginning November 17, 2011, and ending November 16, 2012, under the same terms and conditions as the original contract. Please note that there is one final renewal period available following expiration of the pending term.

Please indicate below if your company is or is not in agreement with this renewal request and return this letter to our offices at your earliest convenience. If possible, please fax an advance copy of your intent to (352) 955-7486, and send the original copy via US Mail. Thank you in advance for your cooperation and prompt response.

If you have any questions regarding this correspondence, please call my office at your earliest convenience. The phone number is (352) 955-7580.

Sincerely,


Wayne D. Hackett, CPCM
Purchasing Director


cc: File
Finance

JD hereby agrees does not agree to renew the above referenced contract for an additional term.
(initial here) (circle one)

Authorized Signature:

Name/Title (Printed):

Date:


JOHN B. WALKER / PRESIDENT
5/31/2011

THANKS FOR THE OPPORTUNITY.

HP Officejet 6310
Personal Printer/Fax/Copier/Scanner

Log for
John Walker
281-395-4659
May 31 2011 3:58PM

Last Transaction

Date	Time	Type	Station ID	Duration	Pages	Result
May 31	3:57PM	Fax Sent	13529557486	0:31	1	OK



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June 15, 2010

MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPB, Purchasing Agent 

RE: Trident Beverage d/b/a Juice Alive
Permission to Tag-On to Alachua County Public Schools
Bid #10-07: 100% Fruit Slushes

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Food and Nutrition Services estimates an 8 ounce serving cup would cost approximately \$.30 with a sell price of \$.75, yielding a profit of \$.45 per 8 ounce serving. The product would generate approximately \$142 profit per case. Food and Nutrition Services anticipates they will purchase 2,600 cases which will be an approximate expenditure of \$220,000, using Special Revenue funds, and in return they are anticipating to generate an overall profit of approximately \$370,000.

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dr

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JUN 15 2010



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**REQUEST FOR PROPOSAL PIGGYBACK REQUEST
 ALACHUA COUNTY PUBLIC SCHOOLS
 RFP # 10-07: BID TITLE: 100% FRUIT SLUSHES**

✓

Yes, I agree to renew Bid #**10-07** under the same terms and conditions as the existing bid. The second year period shall be from **July 1, 2010** through **June 30, 2011**.

No, I do not agree to renew Bid #**10-07**

COMPANY NAME: Trident Beverage d/b/a Juice Alive

SIGNATURE: _____

TYPED NAME AND TITLE: Norman Todd, National Sales Manager

TELEPHONE (WITH AREA CODE): 334-703-7441

FAX NUMBER (WITH AREA CODE): 334-290-0430

E-MAIL: buddytodd@juicealive.net

DATE: 06 03 2010

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 ATTENTION: Debra Reaves, Buyer Assistant
 PURCHASING DEPARTMENT
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Heather Fiorentino, Superintendent

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Food and Nutrition Services
 Richard P. Kurtz, Director
 813/794-2439 Fax: 813/794-2118
 727/774-2439 TDD: 813/794-2484
 352/524-2439 rkurtz@pasco.k12.fl.us

MEMORANDUM
 FNS-175-10

June 3, 2010

TO: Kendra Goodman
 Purchasing Agent

FROM: Richard P. Kurtz, Director *RPK*
 Food, Nutrition, and Distribution Services

SUBJECT: TRIDANT BEVERAGES 100% FRUIT SLUSHIES

We recently completed a successful pilot program with 100% fruit slushies at five schools (PHS, RBSMS, RRMHS, PRSMS & CSRMS). Based on the success of the pilot program, we are recommending that we issue a purchase order to Trident Beverages purchasing off of Alachua County's Bid 10-07 for the 2010-2011 school year in the amount of \$220,000.

The 100% fruit slushies meet the Alliance for Healthier Generations (AHG) Beverage guidelines and compliment our District's Wellness Policy.

The 100% fruit slushies program is a product we can offer as a fruit component with our meals, an a la carte beverage item for our cafeterias, a product that can be sold in concessions stands, and at school functions. This product is eligible for revenue sharing with principals and approved school based organizations.

The profit potential for Trident's "Juice Alive" products is based on the following:
 Case price \$84.00 = 6 ½ gallon container of concentrate
 Product mix = 5 to 1 water
 Finished cost per oz = \$.033 (\$84.00 divided by 2,534 frozen oz)

An 8 oz serving with cup would cost approximately \$.30 with a sell price of \$.75, yielding a profit of \$.45 per 8 oz serving. A case of product would generate approximately \$142.00 profit per case. We estimate we will purchase approximately 2,600 cases generating an overall profit of approximately \$370,000.00

Thank you for your assistance, if you have any questions or concerns, please do not hesitate to contact me.

RPK/jch

District School Board
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JUN 15 2010

RFP #10-07 - 100% SLUSHIES
PEC SUMMARY TABULATION

Product Offering	Weight	Tropical Paradise d/b/a/ Cool Tropics		Trident Beverage d/b/a/ Juice		Yes (5)
		R.S. Points	Count	R.S. Points	Count	
Product Offering (Donna Andersen)	20	8	160	9	180	7
Other Data (Maria Eunice)	10	9	90	9	90	35
Past Performance (Catha Dixon)	10	5	50	10	100	9
Product Testing (Santa Fe HS, Terwilliger ES)	25	7	175	8.27	206.63	45
Product Prices (Committee)	35		331.79		350	
			806.79		926.63	

RFP #10-07 - 100% FRUIT SLUSHIES - 7

Cool Tropics	Count	7
100% Juice	Score	35
Kiwi Strawberry	Count	7
Blue Raspberry	Score	45
Natural Orange	Count	10
	Score	50
Kiwi Strawberry	Count	7
	Score	35

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Juice Alive	Yes (5)
100% Juice Kiwi Strawberry	Count Score 10 50
Blue Raspberry	Count Score 7 35
Natural Orange	Count Score 9 45
Kiwi Strawberry	Count Score 10 50

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ASTE TEST RESULTS

No (1)	Good (2)	Great (3.5)	Fantastic (5)	Total	Average Score Per Product
3	5	2	0		
3	10	7		55	5.5
1	2	6	1		
1	4	21	5	76	7.6
					6.55
0	3	0	7		
	6		35	91	9.1
3	5		2		
3	10		10	58	5.8
					7.45
Total Score					7

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No (1)	Good (2)	Great (3.5)	Fantastic (5)	Total	Average Score Per Product
0	1	5	4	89.5	8.95
2	3	3	1	58.5	6.5
2	6	10.5	5	7.725	
1	2	1	6	83.5	8.35
1	4	3.5	30	92.5	9.25
0	1	3	6	9.25	8.8
	2	10.5	30		
Total Score					8.2625

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