



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

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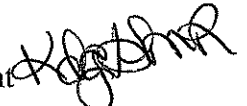
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352/ 524-2221 e-mail: kgoodman@pasco.k12.fl.us

August 3, 2010

MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPO, CPPB, Purchasing Agent 

RE: Request for Proposal #10-019-DR: Beverage Partnership
Coca-Cola Enterprises Price Changes

On July 28, 2009, official action was taken to award the first year of the above-referenced Request for Proposal to Coca-Cola Enterprises and renewed for the second year on May 4, 2010.

Coca-Cola has requested to rollback the vend price for student-access vending machines in high schools. The \$1.25 vend price will be reduced to \$1.00 for all 20 ounce diet sparkling brands (Coke Zero, Diet Coke, Cherry Coke Zero, Sprite Zero, Fanta Orange Zero, and Vault Zero) and 20 ounce Dasani bottled water. Price conversions will be completed by September 30, 2010.

Rick Kurtz, Director of Food and Nutrition Services, recommends approval of the provisions stated above considering services have been satisfactory and students will have the ability to purchase from vending machine selected 20 ounce Coca-Cola beverages at a reduced price.

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.

dr

Attachments

Coca-Cola Enterprises

A Coca-Cola Enterprises Company

9102 Sabal Industrial Blvd.
Tampa, FL 33619
813-623-5411 Main
www.cokecce.com

July 15, 2010

Pasco County School District
7227 Land O' Lakes Boulevard
Land O' Lakes, FL 32638
Heather Fiorentino, Superintendent

Subject: Coca-Cola Vend Price Rollback SY 2010-2011 for High Schools within Pasco County
RFP#10-019-DR Exclusive Beverage Contract Coca-Cola Enterprises, Inc.

Coca-Cola has made a decision to rollback the vend price for high school student-access vending machines for school year 2010-2011. The \$1.25 vend price for all **20 ounce Diet Sparkling brands** (*Coke Zero, Diet Coke, Sprite Zero, Fanta Orange Zero, Cherry Coke Zero, and Vault Zero*) and **20 ounce Dasani bottled water** will be reduced to \$1.00. The conversion will be completed by September 30, 2010.

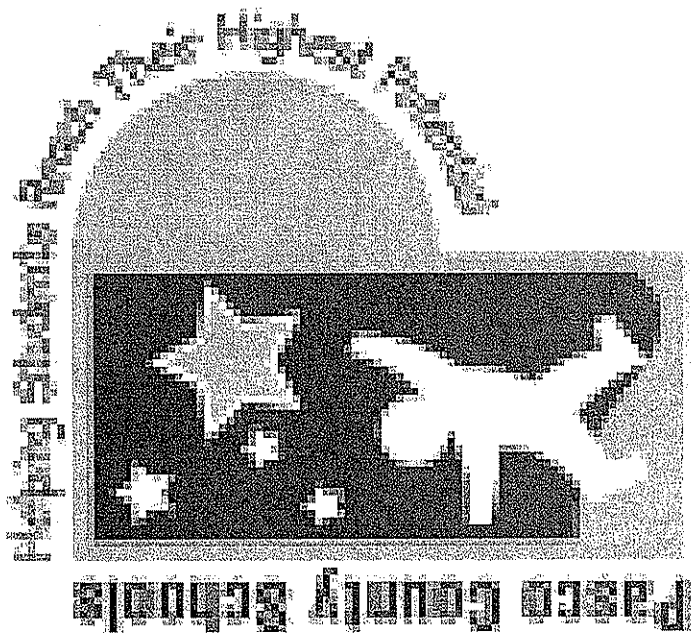
The decision was based on the current economic situation and the need to make it more affordable for the students. All commission rates in Section 3C of RFP#10-019-DE Exclusive Beverage Contract will remain unchanged. Additionally, the vend prices for the following packages below will remain unchanged:

- All 12 ounce cans
- 10 oz Minute Maid juices
- 12 ounce Fuze
- 12 ounce and 20 ounce Powerade
- 300ml Dasani bottled water
- 12 ounce and 20 ounce Vitaminwater
- 16 ounce Energy

Thank you,



Travis A. Warren
Key Account Development Manager
North Florida Market Unit
Cell phone: 407-451-9239
Email: twarren@cokecce.com



Vend Price Rollback

**Presented by,
Travis A. Warren
Key Account Development Manager
Coca-Cola Enterprises, Inc.
North Florida Market Unit
July 7, 2010**

Summary: We have made a decision to move vend rates in our Full Service Vending business to \$1.00 on **20oz Diet Sparkling** and **Dasani products**.

Why: In lieu of economic conditions a decision was made rollback vend prices to \$1.00 to make it more affordable for the students.

When: conversion to begin July/August 2010

How: Coca-Cola **vending** operations team will strategically schedule and complete conversions by the end of September 2010.

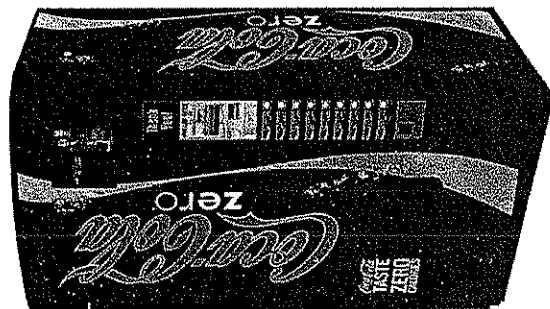
High School Rollback

2010
CONNECT · GROW · WIN

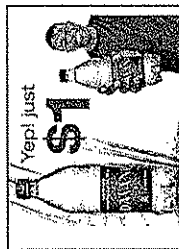
JUST **\$1.00**
DASANI, and other
selected brands

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DASANI, and other
selected brands

S N I P E
V E N D E



M A R K E T I N G



Coke Zero	20oz
Diet Coke	20oz
Sprite Zero	20oz
Fanta Orange Zero	20oz
Vault Zero / Cherry	20oz
Coke Zero	20oz
Dasani	20oz

LOS should be followed in every school with sets built from the above machine views.

Commissions and Vend Price



- ALL COMMISSIONS will remain unchanged
- The vend price for the brands and packages listed below will remain **unchanged.**
- 12 oz cans, 12 oz Fuze, 12/20 oz PowerAde, 300ml Dasani, 12/20oz Vitaminwater, and 16 oz Energy

Product	Agreement Year one		Agreement Year two	
	Rate	Vend Price	Rate	Vend Price
12 oz Cans CSD, MMAR, Tea	35%	\$0.75	35%	\$0.75
20 oz CSD, MMAR, Tea	35%	\$1.25	35%	\$1.25
10 oz. Minute Maid 100% Juices	35%	\$1.00	35%	\$1.00
12 oz Fuze	35%	\$1.00	35%	\$1.00
12 oz PowerAde	35%	\$1.00	35%	\$1.00
20 oz PowerAde	35%	\$1.25	35%	\$1.25
300 ml Dasani Water	35%	\$0.75	35%	\$0.75
20 oz Dasani Water	35%	\$1.25	35%	\$1.25
12 oz Glaceau Vitaminwater	35%	\$1.00	35%	\$1.00
20 oz Glaceau Vitaminwater	35%	\$1.25	35%	\$1.25
16 oz Energy	35%	\$2.00	35%	\$2.00