



PEPSI BEVERAGES COMPANY

New Hampton Community Schools

WHAT WE BELIEVE IN



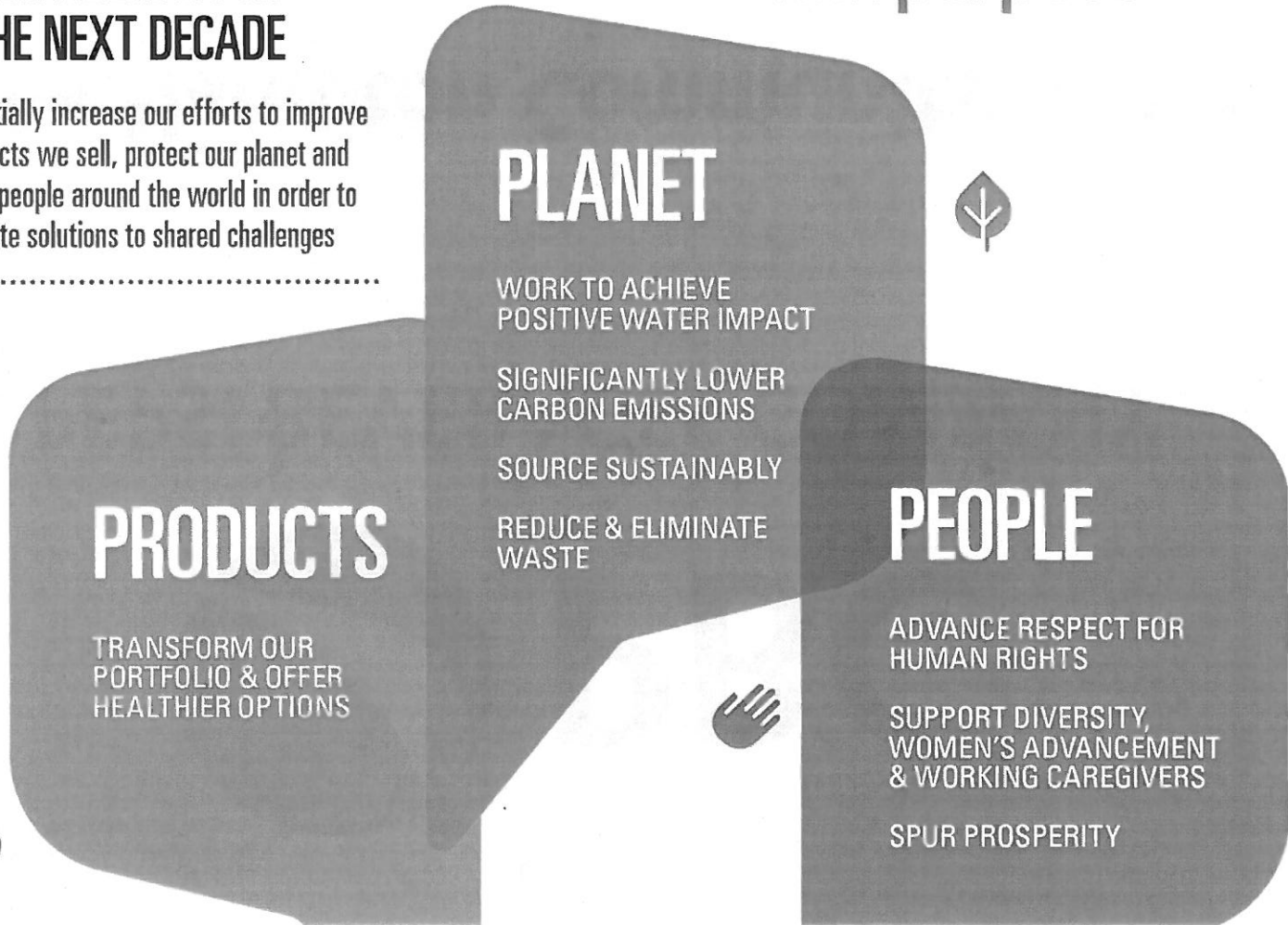
performance
WITH **purpose**

.....

OUR AGENDA FOR THE NEXT DECADE

To substantially increase our efforts to improve the products we sell, protect our planet and empower people around the world in order to contribute solutions to shared challenges

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PRODUCTS

TRANSFORM OUR
PORTFOLIO & OFFER
HEALTHIER OPTIONS



PLANET

- WORK TO ACHIEVE
POSITIVE WATER IMPACT
- SIGNIFICANTLY LOWER
CARBON EMISSIONS
- SOURCE SUSTAINABLY
- REDUCE & ELIMINATE
WASTE



PEOPLE

- ADVANCE RESPECT FOR
HUMAN RIGHTS
- SUPPORT DIVERSITY,
WOMEN'S ADVANCEMENT
& WORKING CAREGIVERS
- SPUR PROSPERITY



Consumer Beverage Decisions Shifting Away From Carbonated Soft Drinks Only

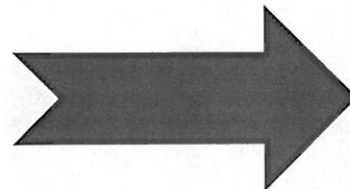
Beverage Decisions Influenced Heavily By: Variety, Health & Wellness, and Non-Carbonated options

Then

It Was A Pepsi or Coke Decision



vs.



Now



PepsiCo has proven #1 brands across its entire portfolio



A FULL ASSORTMENT OF BRANDS THAT WILL APPEAL TO THE NEEDS OF YOUR PATIENTS & EMPLOYEES

CSD (Soda)

pepsi. MIST TWIST 1893 FROM THE MAKERS OF Caleb's ROLA STUBBORN MUG ROOT BEER

HYDRATION

propel AQUAFINA sparkling bubbly VOSS ONE AQUAFINA

TEA

Lipton BRISK REAL BREWED TEA PURE LEAF TAZO

JUICE/JUICE DRINKS

Tropicana Trop50 Naked JUICE Ocean Spray Dole SOBE Tropicana CS GROUP

SPORTS DRINKS

G propel

RTD COFFEE

STARBUCKS Frappuccino chilled coffee STARBUCKS DOUBLESHOT COFFEE & PROTEIN STARBUCKS ICED COFFEE

FUNCTIONAL BEVERAGES

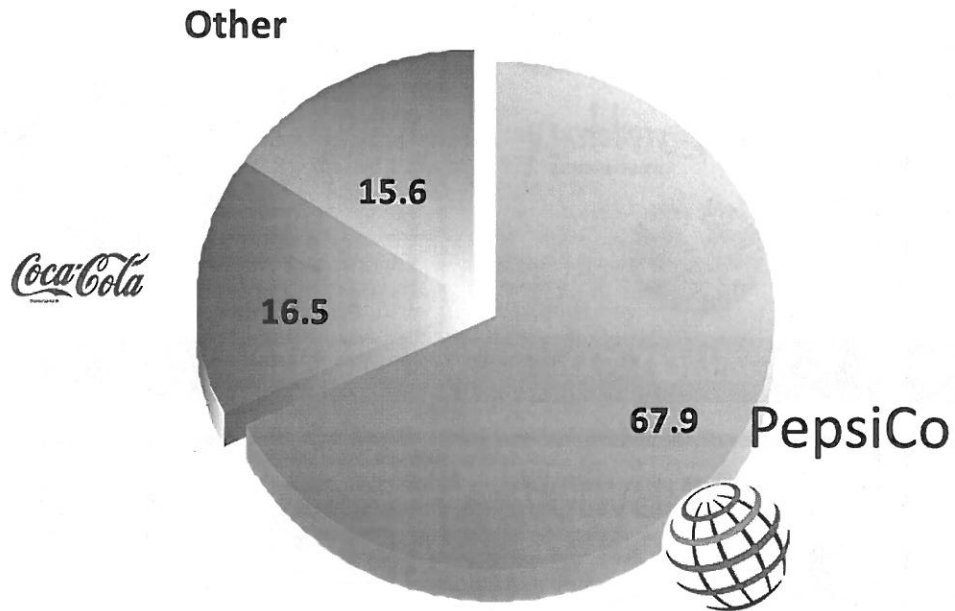
ROCKSTAR ENERGY DRINK STARBUCKS Refreshers AMP ENERGY

SPECIALTY

Fruit Smoothies Brisk Malt Dole Smoothies

PepsiCo beverage brands have market share leadership in the Freedom of Choice channel in Iowa

Local Market Share in Convenience Stores



Pepsi has preferred brands!

Powerful Trademarks



Nearly 5 out of 10 single serve CSDs purchased is Mountain Dew or Diet Mountain Dew!

Company	Flavor	Total
Pepsi	Mountain Dew	33.6
Pepsi	Dt Dew	12.4
Pepsi	Pepsi	8.1
Pepsi	Diet Pepsi	6.8
Coke	Diet Coke	5.2
Coke	Coke	4.7
Royal Crown	Dr Pepper	3.9
Coke	Sprite	2.3
Pepsi	All Other	7.0
Coke	All Other	4.3
Royal Crown	All Other	11.7
Total Pepsi		67.9
Total Coke		16.5
Total Royal Crown		15.6
Total		100.0

46%

5 of the top 10 items come from Pepsi

INTRODUCING HELLO GOODNESS A TURNKEY SOLUTION

helloGoodness™


A Portfolio of curated Good and Better For You Products

Engaging Equipment designed for today's Consumers

Branding that makes Consumers Feel Good about their choices



Why: Consumers are demanding Healthier Choices when eating & drinking away from home...


63%
 of "out of home" consumers try to eat healthy products, all or most of the time


48%
 of consumers say they would buy more if vending machines offered healthy options


72%
 of consumers are willing to pay more for healthier choices



PepsiCo's Innovative Equipment

PepsiCo's unique fountain portfolio and equipment will elevate the beverage experience in a way that compliments your patient satisfaction



We offer a range of beverage options for all needs

PepsiCo Partnership



Pricing:

Package	Product	New Price
20oz 24L	Aquafina	\$13.74
20oz 24L	Carbonated Soft Drinks	\$20.15
20oz 24L	Gatorade	\$20.15
20oz 24L	Lipton	\$20.15
18.5oz 12L	Lipton Pure Leaf	\$14.97
14oz 12L	Muscle Milk	\$35.05

35.86

10.24

16.65



11.42

31.55

45 (Med)

12.16

19.77



13.63

PepsiCo Partnership



- 5 Year Exclusive Partnership
- \$8,000 Upfront Year 1 Annual Sponsorship
- \$4,000 Annual Sponsorship Years 2-5
- \$500 Annual Gatorade Spend to
- \$3.50 Rebate on all cases
- 3.5% Price Cap

= \$24,000

Thank You!

On behalf of Pepsi Beverages Company, we appreciate the opportunity to continue growing your beverage business.

With confidence, we will continue to provide exceptional service, innovative products, and healthy items that align with Pepsi's global goals and your students' well-being.

