



CITY OF LAREDO
TEXAS



ARCACONTINENTAL

Coca-Cola SOUTHWEST
BEVERAGES

INTRODUCTION

Coca-Cola Southwest Beverages is excited at the opportunity to share with you our team's commitment to The *City of Laredo Detoxification Center*. We trust that our proposal will clearly demonstrate our ability to meet the needs of all City of Laredo stakeholders, most importantly, your patients, staff, and guests.

As we hope this response clearly demonstrates we have the category knowledge, the products, and the team of experts that can help your beverage business thrive. All of this makes Coca-Cola Southwest Beverages the right partner for your beverage needs.

Coca-Cola Southwest Beverages as a whole, and the team of people that will support your institution, are passionate about the power of health care and its importance in assisting our local communities. You can be assured that we bring the full resources of Coca-Cola Southwest Beverages to bear in support of your institution.

We welcome feedback so that we can build the best possible partnership with the City of Laredo Detoxification Center. If you have any questions about our offer or if there is any additional information that we can provide to support your decision-making process, please don't hesitate to contact us.



Aubrey Perez

Account Executive I

Coca Cola Southwest Beverages

Phone: 346-242-2880

Email: Aubrey.perez@cocacolaswb.com



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ARCA CONTINENTAL
Coca-Cola SOUTHWEST
BEVERAGES

Coca-Cola Is a Total Beverage Company That Meets the Evolving Needs of Your Consumers'

No/Low Calorie

LESS THAN 40 CALORIES/SERVING



CARBONATED

TEA & COFFEE

HYDRATION

ENERGY

JUICE

PROTEIN



Regular Calorie

GREATER THAN 40 CALORIES/SERVING

We Provide Hydration Options for Every Consumer

DISCOMFORT
+ RECOVERY

SPORTS HYDRATION
+ PERFORMANCE

HEALTH-
CONSCIOUS
ACTIVE HYDRATION

EVERYDAY
HYDRATION



HYDRATION INTENSITY SPECTRUM

Anyone needing
rapid rehydration

Value-driven
performance
seekers

Full-calorie
performance
seekers

Low-calorie
functional
flavor
seekers

“Zero at all
costs” health-
conscious
performance
seekers

Active Lifestyle,
Image
Conscious,
Health Seekers

Providing the City of Laredo Detoxification Center with Best-In-Class service

Mechanical service 24 hours a day, 7 days a week

48-hour response time
Monday – Friday for all service calls received prior to 4:00 PM

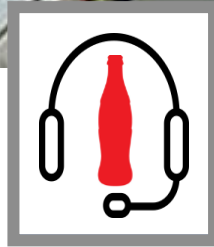


Fixed It Right the First Visit - technicians fix the issue and have the right parts over 97% of the time for coolers and vendors.

Cooler/Vending Equipment Service

Phone: 1-844-561-2653

Website: www.cokeservice.com



Network Supported by World Class Customer Communications Center

- 700 dedicated associates
- State-of-the-art communication system and call close-out procedure
- Phone Fix and small parts programs

MyCoke enables easy communications

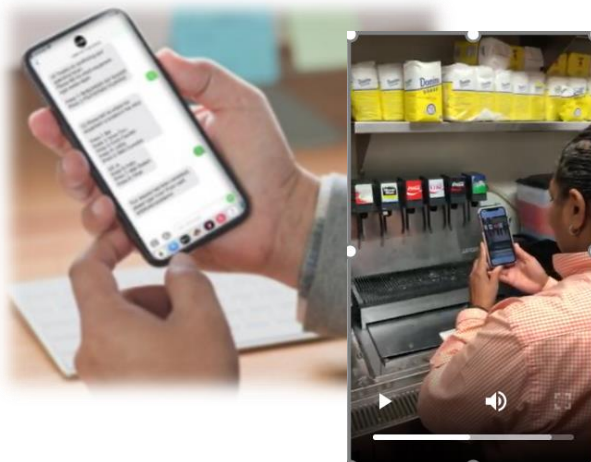
Crew members can easily contact us to request repair service, small parts, view cases, update store info and more



Phone Call

1-800-241-2653

24 hours / 365 days



Two-Way Service Texting Video Chat w/ MyCoke Tech

1-800-241-2653

24 hours / 365 days



Email

beverageservices@coca-cola.com

Monitored 7am-1am, 365 days



mycoke.com/ESPortal

24 hours / 365 days
Live Support 7am – 11pm



Dedicated sales and service support



SALES DEVELOPMENT MANAGER

- 🔧 The Sales Development Manager is the primary contact for the venue..
- 🔧 The responsibilities of the Sales Development Manager is to review inventory levels, sales history, and suggest new innovation for beverage sales along with point-of-sale execution.
- 🔧 The Coca-Cola Sales Development Manager is also responsible for reviewing product age code, ensuring all product is at its optimal quality and merchandising backstock.
- 🔧 All Sales Development Managers are equipped with a Tablet. This selling system allows for Account Managers to view selling history with unit managers and allows access to sales aids and product information.

DELIVERY DRIVER

- 🔧 Deliveries occur the 48 hours (2 business days) after order placement to a designated storage area at each location.
- 🔧 The driver is responsible for ensuring delivery accuracy, completion of invoice procedure, product rotation and keeping the stockroom organized.
- 🔧 The Driver is also responsible for picking up empty crates, shells, pallets, empty CO2 tanks and merchandise returns.
- 🔧 Our Trucks are scheduled weekly/bi-weekly/monthly depending on needed delivery frequency.





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Financial Proposal



Today is your opportunity
to build the
tomorrow you want.

Bottle Pricing Schedule and Rebates for Direct Delivery

Package	Price per Std Phy case (24 units)	Rebate per Std Phy Case (24 units)
10 oz PET - Minute Maid Juice	\$ 23.61	
20 oz PET - Carbonated Soft Drinks	\$ 36.99	\$ 2.00
20 oz PET - Smartwater	\$ 35.40	\$ 1.00
20 oz PET - Dasani	\$ 24.58	\$ 2.00
20 oz PET - Powerade	\$ 30.71	\$ 2.00
16 oz PET - BodyArmor (24 units)	\$ 41.00	
15.5 oz PET - Topo Chico	\$ 30.85	
18.5 oz PET - Gold Peak (24 units)	\$ 40.26	

** Gold Peak ad BodyArmor Packages come as 12-packs, please note pricing on page is built for 24 units (2 cases).

- Initial pricing above will remain in affect for Agreement Year One. Thereafter pricing will be subject to no more than a 5% annual price increase over previous Agreement Year's Price. All prices are per standard physical case and exclusive of taxes, deposits, handling fees, and recycling fees.

- Rebates shall be paid quarterly, in arrears, within sixty (60) days after the end of the applicable Agreement Year in which the Rebate was earned and will be based on Bottler's case sales records.

OUR COMMITMENT TO YOU

Support Value Offered to The City of Laredo Detoxification Center

Sponsorship Funding

- ✓ In exchange for the rights granted to Coca-Cola Southwest Beverage and in order to advance the rehabilitation mission of the City, Coca-Cola Southwest Beverages will offer an annual sponsorship of \$8,000 over a 2-year term (\$4,000 annually).

Activation Support

- ✓ Coca-Cola Southwest Beverages will provide up to **\$500 value in agreement years 1-2 in Marketing support for in-outlet activation. Totaling \$1,000 for the entire term.**

Rebates

- ✓ Coca-Cola Southwest Beverages will pay the following **rebates** on purchased product:
 - **\$2.00 per case on 20 oz Carbonated Soft Drinks, 20oz Dasani and 20oz Powerade. \$1.00 per case on 20oz Smartwater standard physical cases (24 units) purchased from CCSWB.**

Donated Product

- ✓ Coca-Cola Southwest Beverages will provide up to **\$500 per agreement year in complimentary product, totaling \$1,000 for the entire term** where needed. (Not intended for resale)

This offer is contingent on Bottle availability only in the outlet

FINANCIAL SUMMARY



Proposal Term: 2 year (Exclusive)

Considerations:

• Projected Annual DSD Rebates ^{3,4}	\$3,225.00
• Sponsorship	\$8,000.00
• Marketing Support ^{1,2}	\$1,000.00
• <u>Donated Product</u>	<u>\$1,000.00</u>

* Rebates are projected calculations only. Actual numbers will be based on volume performance.

Total estimated financial value over 2 Year Term: \$13,225

For discussion purposes only. This offer does not create a binding offer. Further details will be outlined in the draft agreement.

1 Funds are held by Sponsor and spent on mutually agreed initiatives in applicable year

2 Value Added Elements offered for life of agreement or for as long as available. Contract will not show dollar value.

3 Estimated value based on usage and historical volume.

4 Bottle/Can Rebate to be paid annually on all bottle/can cases purchased directly from Coca-Cola Southwest Beverages.

At Coca-Cola Southwest Beverages, we work every day to earn the respect and trust of our customers, our consumers, and our communities. Each day, millions of consumers purchase our beverages... an act of simple refreshment shared by people around the world. Our job is to ensure that you have a quality product, and that you can believe in the company that brought it to you.

Coca-Cola has taken the lead in creating successful models of ideal partnerships. Ideal partnerships include attributes such as, personal attention, creative marketing, and developing and executing programs of high quality and effectiveness. Our continuing relationships will always be modeled on these standards.

Our mission at Coca-Cola Southwest Beverages is to provide your patients with the chance for a brighter, healthier, and more promising future through our involvement.

Thank you for your time and for the opportunity to submit this proposal.

By potentially offering aggressive pricing, providing funding and donations for you, we hope a detailed proposal following the issuance of the RFP allows us the opportunity to gain your business, your friendship, and be your valued partner.

Sincerely,

Aubrey Perez, Account Executive I – Food Service On Premise

Coca-Cola Southwest Beverages

Cell: 346-242-2880

Email: Aubrey.perez@cocacolaswb.com



Proposal Highlights

- This proposal is based on beverage exclusivity at the City of Laredo Detoxification Center.
- Proposal is for a 2-year initial term, thereafter financials will be revisited annually for potential 2-year extensions.
- This proposal does not create a binding offer. Further details would be outlined in a draft agreement. If selected as the winning bidder, CCSWB anticipates utilizing its standard contract as a starting point to engage in good faith negotiations for a final contract. To the extent any provision contained in the solicitation and related bid documents is not explicitly and individually addressed and accepted by CCSWB in this response.
- Donated cases will be comprised of 12 oz. soft drinks and 16.9 oz Dasani water, delivered to a main location, in no less than 50 case increments



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THANK YOU