



# West Orange Cove ISD

&

*Coca-Cola* Refreshments



# Presentation Purpose

---

- **The intent of this proposal is to meet the needs and support the objectives of the West Orange Cove ISD.**
- **Coca-Cola Refreshments will provide West Orange Cove ISD with the brands they prefer.**
- **Coca-Cola Refreshments is best suited to provide exceptional customer service to West Orange Cove ISD.**



---

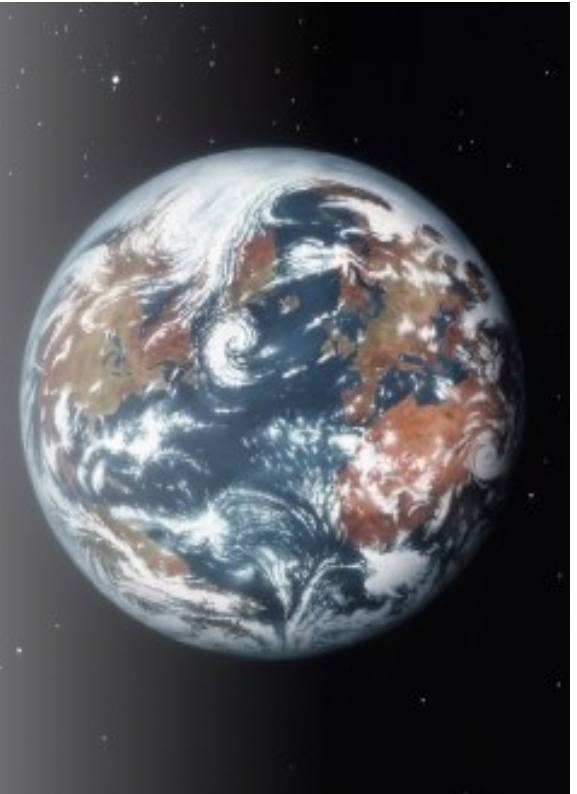
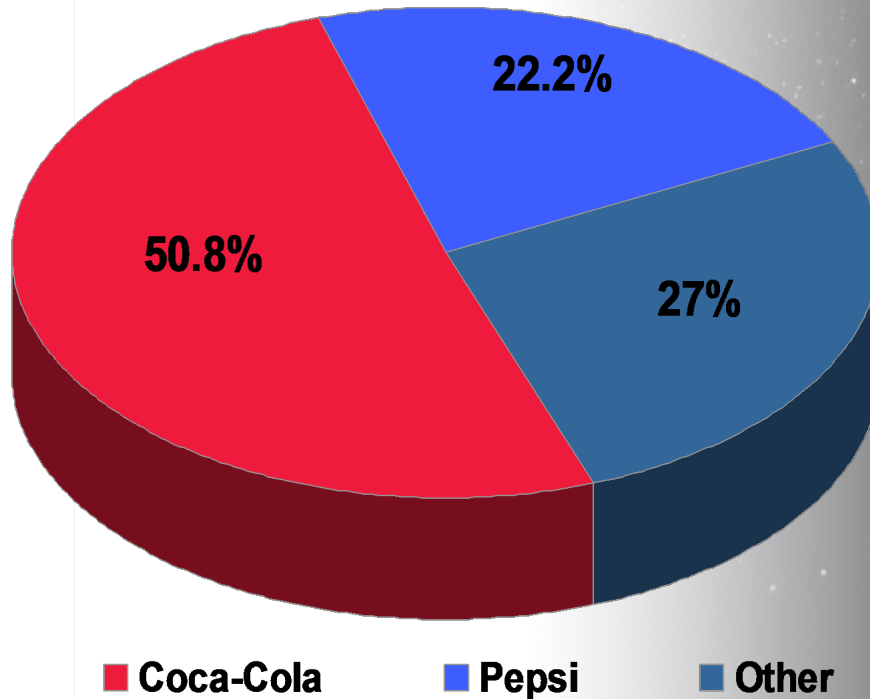
# Continued Brand Leadership

---



# We Refresh The World...

Globally, Coca-Cola Refreshments Products Account For More Than 50% Of All Refreshment Beverages Enjoyed



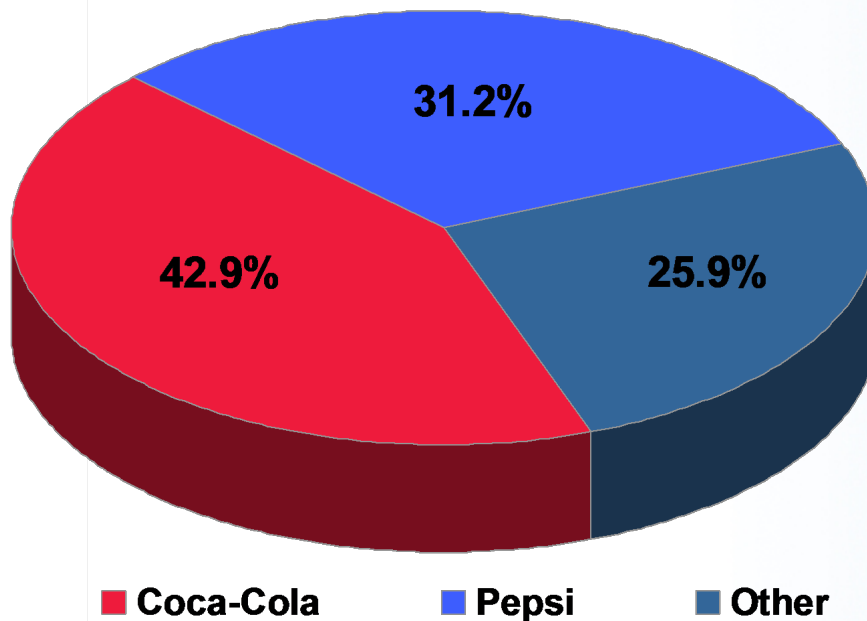
Source: 2007 Beverage Digest Fact Book

More Than 1.3 Billion Servings\* Of  
Coca-Cola Refreshments Products Are Enjoyed  
Daily

\*8 oz. servings

# ...And Lead In The United States

**Our 11 Point Share Lead Translates To An Additional 78 Million Servings\* Daily Over Our Nearest Competitor**



Source: 2007 Beverage Digest Fact Book

\*8 oz. servings



# Coca-Cola Refreshments Leaders

*We offer the Leading Consumer Preferred Brands  
For Sparkling Soft Drinks*



# Coca-Cola Refreshments Create Value

***We Create Value Through Healthy and Nutritional Brands in Growing & Emerging Categories***



**The Coca-Cola Refreshments portfolio provides consumers a variety of beverages to choose from in a broad mix of package sizes to suit all occasions and lifestyles**



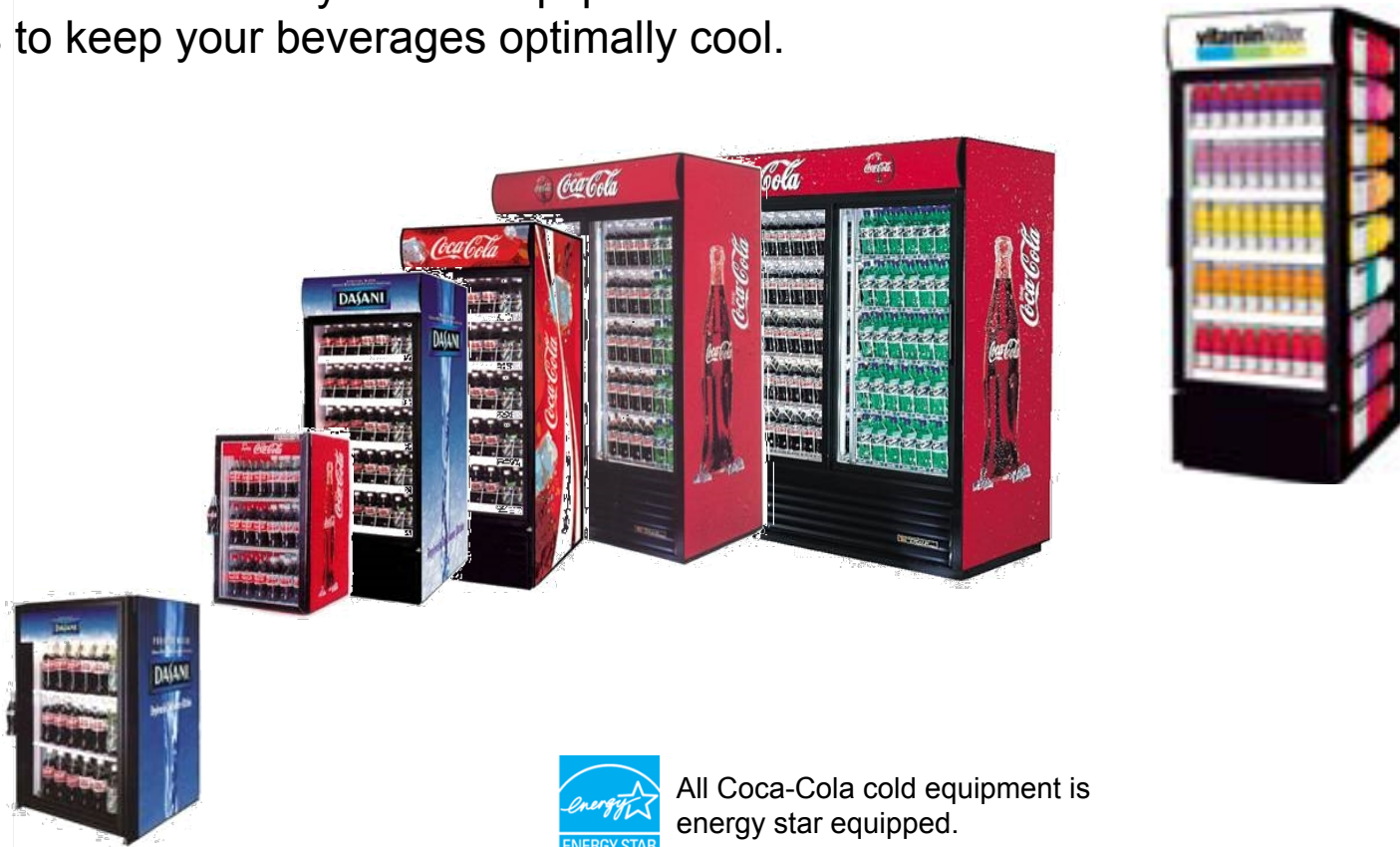
# Equipment





# Bottle & Can Equipment

Coca-Cola has a variety of cold equipment coolers to keep your beverages optimally cool.



All Coca-Cola cold equipment is energy star equipped.



# Service



# **Coca-Cola Refreshments has the Service Expertise to Maximize Beverage Revenue**

---

**Coca-Cola Refreshments is committed to providing the highest quality service to West Orange Cove ISD**

- **Coca-Cola Refreshments will provide the following quality service:**
  - **Mechanical service 24 hours a day, 7 days a week**
  - **Guaranteed 12 hour response time Monday – Friday for all service calls received prior to 4:00 PM**
- **Coca-Cola Refreshments delivers the freshest product from our Beaumont facility.**





# Service

**1-800-647-2653**

**ONE Number to call for Product Orders and Mechanical Service**

## FEATURES

- Assigned CSR that will call YOU for your product order
- Operator answers your call LIVE 6 am – 3 am/7 days week
- Well-trained, multi-lingual staff
- Calls are dispatched directly to bottler for service
- Order and service history is tracked and recorded.

## BENEFITS

- Minimal business disruption - maximum uptime increases your beverage sales
- Expertise - certified training for ALL mechanical service issues
- Quality service - compliance with high standards for pricing, quality and speed





# Local Dedicated Coca-Cola Refreshments Team

---

**Dawn Starnes– Market Development Manager**  
(409) 554-9173 / [Dstarnes@coca-cola.com](mailto:Dstarnes@coca-cola.com)

**Tricia Castaneda – District Sales Manager**  
(409) 474-9029/ [Tcastaneda@coca-cola.com](mailto:Tcastaneda@coca-cola.com)





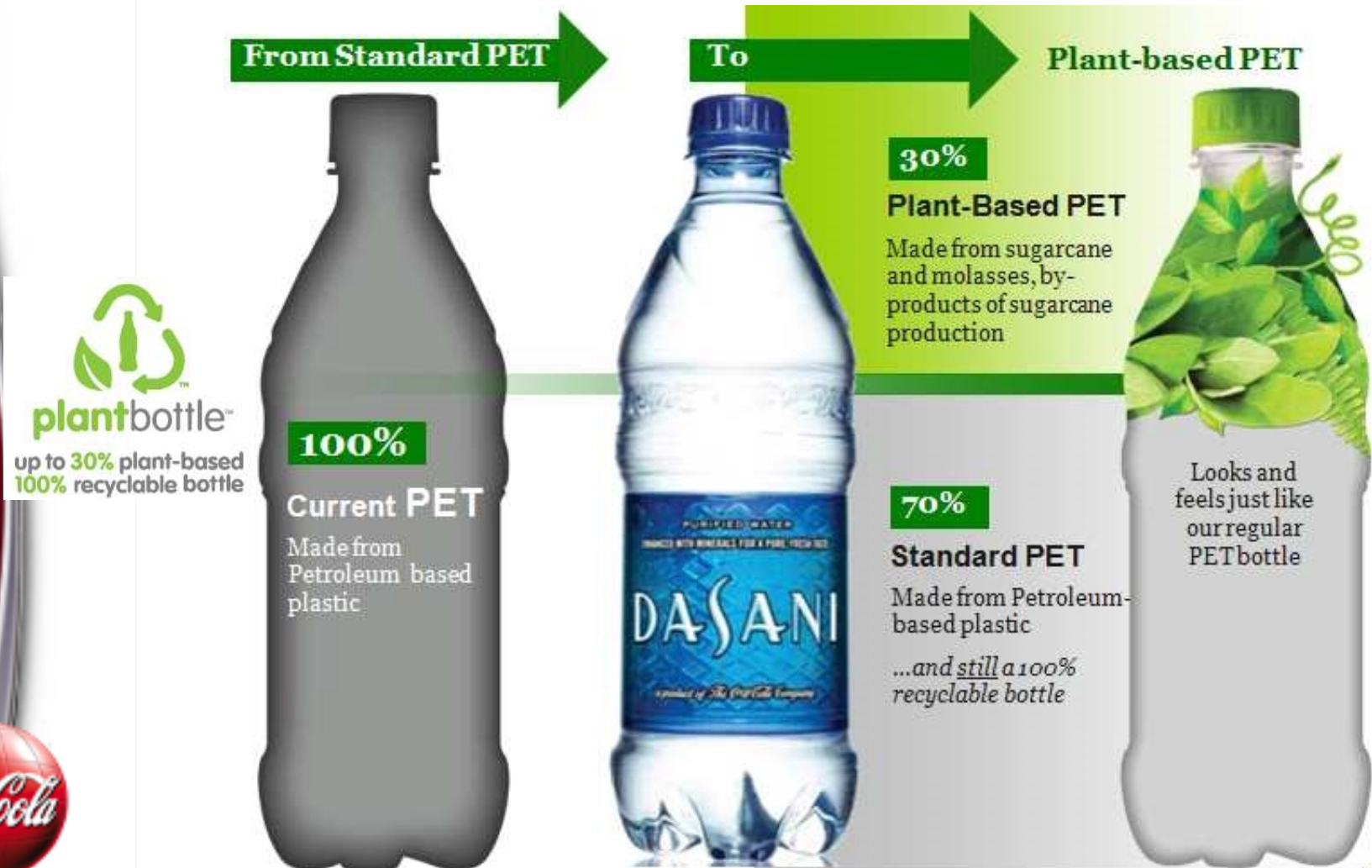
# Recycling Initiatives



# Recycling Awareness



# Plantbottle™ is a PET Bottle Made From 30% Renewable Plant-Based Material That is 100% Recyclable



# Products & Pricing



Coca-Cola

# West Orange Cove Price List - Year 1

Product Description	Inv Price Per SPC	Comment
12oz Can – Sparkling	\$ 11.28	Concession
20oz - Dasani	\$ 17.04	Concession
10.1 oz - Tum-E Yummies	\$ 14.88	Concession
20oz Sparkling Soda -	\$ 21.25	Concession
10.1oz- Dasani	\$ 9.75	Lunch Line
20oz – PowerAde Zero	\$ 15.05	Lunch Line
10oz - Minute Maid	\$ 16.80	Lunch Line



**\*5% Increase each year after 1<sup>st</sup> year**



---

# Scope of Commitment

---



# Requested Provider Rights

---

- Five (5) year Sole Beverage Provider Partnership
- Exclusive Vending, Concession and Lunch Line Beverage Provider
- Sole Beverage Provider Rights based on the following categories:
  - Carbonated and Non-Carbonated Beverages
  - Juices, Fruit Juices and Fruit Punches
  - Packaged Water, Flavored Water and Enhanced Water
  - Isotonic Beverages- POWERADE
- All beverage products, including Lunch Line and Concession must be purchased from Beaumont Coca-Cola Refreshments.
- First right of refusal upon expiration of contract.
- Ability to implement brand selection & mix of bottle and can products to maximize sales and drive volume.



# Financial Summary



# **FINANCIAL SUMMARY**

---

## **EXCLUSIVE 5 YEAR TERM**

- **\$5,000 1<sup>st</sup> year upfront Scoreboard Funding**
- **\$1,000 annual Scholarship Funding over 5 years**
- **\$375 annual donated product \*50 cases over 5 years**
- **20% Commissions on all 20oz cases for Vending**
- **10% Commissions on all 12oz cases for Vending**



This proposal does not constitute a binding offer and is subject to the mutual negotiation and execution of a comprehensive legal binding agreement by both parties. \* Excludes Premium BIB juices products

# Coca-Cola Proposal

## FINANCIAL SUMMARY 5 YEAR TERM

Funding	Payment	Total 5 Yr Term
Scoreboard Funding	\$5,000 1 <sup>st</sup> year	\$5,000
Scholarship Funding	\$1,000 annually	\$5,000
Vending Commission	\$4,086 annual estimate	\$20,430
Donated product	\$375 annually *50 cases	\$1,875

***ESTIMATED TOTAL 5 YEAR Agreement***

***\$32,305***



This proposal does not constitute a binding offer and is subject to the mutual negotiation and execution of a comprehensive legal binding agreement by both parties.



---

## Not A Binding Agreement

**This proposal does not constitute a binding offer and is subject to the mutual negotiation and execution of a comprehensive legal binding agreement by both parties.**

---



---

**We look forward to a great  
partnership!**

**THANK YOU!!!!**

